THE LITERARY DIGEST
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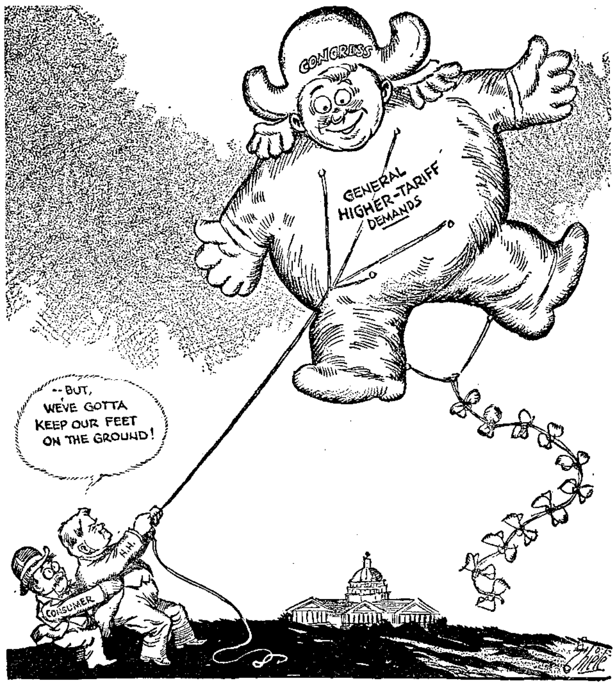
TOPICS OF THE DAY

(This title registered in U. S. Patent Office)

THE TARIFF FAT IN THE FIRE

OLD MAN TROUBLE lifted a leering visage over the rim of the political horizon last week, when the long-expected Hawley-Smoot tariff bill was reported in the House of Representatives. For in all the uproar of opinion on the measure itself and its multitudinous controversy-provoking details there is unanimous agreement among writers of editorials and Washington news dispatches that we have with us—and probably will have most of the summer—one of the notable trouble makers of recent political history. No sooner had outlines of the proposed schedules appeared in the press than criticisms poured in from virtually every section of the country, correspondents noted. From farm States came protests that farm protection was inadequate, or that it was overwhelmed by the advantages given to the manufacturer. To this may be added the wail of the consumer over the prospect of increased living costs, protests of bankers that the protection is going too far, rumors of mass complaints from manufacturers that the schedules are too low—as the Philadelphia *Inquirer* puts it, "there is every prospect that industry will demand more generous treatment." "If ever a legislative committee treaded softly, and with eyes and ears cocked fearfully in all directions on the watch for brickbats, the Committee on Ways and Means did in preparing the Hawley-Smoot tariff bill," remarks the Boston *Transcript*, which nevertheless fears that "the new sugar duties are a plain slap in the face at Cuba" and "the drive at Canada is equally direct." Protests from foreign governments need not be expected at this stage of tariff-making, the correspondents tell us, altho there is said to be deep feeling on the subject in many a Foreign Office.


CONGRESS
GENERAL HIGHER-TARIFF DEMANDS
--BUT, WE'VE GOTTA KEEP OUR FEET ON THE GROUND!
H.H.
CONSUMER

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THIS "AIR-MINDEDNESS" IN WASHINGTON!
—Thiele in the Altoona (Pa.) *Mirror.*

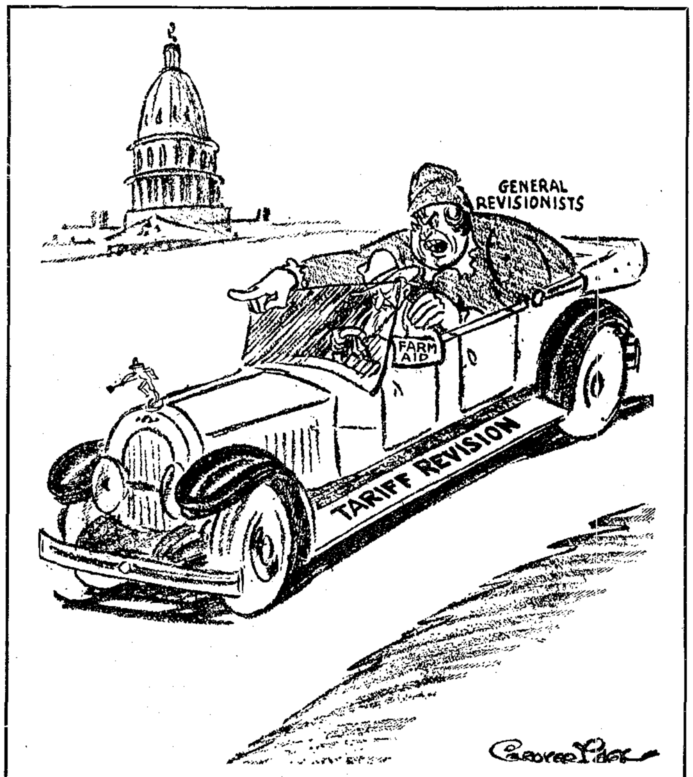
But there are enough elements for a fight without counting any foreign complaints. It is evident, we read in the New York *Herald Tribune's* correspondence, "that it will not be confined to any one section of the country, and that the present extra session of Congress may develop a tariff struggle comparable to the historic battles of 1913, 1909, and earlier years." Clinton W. Gilbert, of the New York *Evening Post*, doesn't mind saying that "the biggest tariff fight that has ever occurred has begun." And as a result, remarks Harold Brayman of the same newspaper, "the Hoover Administration is turning the corner into the most trying and disturbing days that have confronted the Republican administration in several years." Regretfully the St. Louis *Globe-Democrat* admits that "we are now confronted with the prospect of many long weeks of tariff discussion, disturbing to trade and commerce, and it may be autumn before any decision is rendered." We are reminded by the Nashville *Tennessean* that "there is more dynamite in a tariff bill than in any other form of proposed legislation," and it seems to the Dayton *News* that "Mr. Hoover will be in luck if this reopening of the tariff grab-bag doesn't do for his Administration what a similar action did for Taft's—blow it out of the water."

In view of the fact that this bill occupies 434 printed pages and occupies itself with thousands of items, we can not characterize it in a few words. And the task might be useless in view of the fact that every one expects the bill to be practically rewritten in the Senate. It makes a host of minor changes in the present Fordney-McCumber schedules, the greatest interest centering in the increase of the duty on sugar from 1.76 cents to 2.40 cents, and other increases which are not limited to a long list of agricultural products, but include many classes of manufactured goods.

One paper goes so far as to call the bill "legislative hodge-podge." "No group is particularly satisfied," the Birmingham *Age-Herald* feels convinced, and in the Buffalo *Courier-Express* we read:

> "Aside from venerable partizan traditions, there is plenty of material for strife in the Hawley-Smoot bill. For one thing, agricultural duties are raised sufficiently to assure opposition from representatives of urban centers, but not enough to keep agrarian legislatures from crying out bitterly that the farmer is being double-crossed again. Right there is opportunity for one gorgeous little battle, to say nothing of the opportunities presented by industrial schedules."

The wave of discontent started right in the Republican membership of the House of Representatives, we read in a New York *Times* dispatch from Washington, the complaint voiced by corn-belt members being "that agriculture has not received the protection that its spokesmen contended it had a right to expect, and that on the other hand the rates proposed on certain manufactured articles will impose a heavy burden on the farmers." Signs of trouble are thus listed by Harold Brayman in a Washington dispatch to the New York *Evening Post:*



THE BACK-SEAT DRIVER
—Page in the Louisville *Courier-Journal.*

"Considerable disappointment was exprest among some of the Middle Western Republicans over the fact that the agricultural increases were not as high as they had expected; various local groups were dissatisfied with particular schedules; several Eastern Congressmen were indignant because no protection was provided against the rapidly mounting foreign competition with American shoe manufacturers; a blast of opposition to the very considerable increase in the tariff on sugar was heard, and Democrats were in some instances quite unwilling to see adopted as general a revision upward as the measure provides."

More trouble is coming, writes Clinton W. Gilbert in the same newspaper, when within the next few days there will be held in Washington a "producers' protective congress, composed of the representatives of the industries of the country demanding higher protection than that accorded by the Hawley bill."

Spokesmen for the farmers, says Mark Sullivan in the New York *Herald Tribune,* "are in a mood not to be content with any degree of protection on farm crops whatever":

"They are disposed to make war on the protection given to industrial interests. In that disposition the farm leaders will find, curiously enough, many allies among the industrial leaders. Farm leaders and industrial leaders share a common cause in their wish to open up the bill and have a long debate and a general revision on everything.

"At this point, however, the two groups part company. The farm spokesmen want a general revision of industrial schedules, but a revision downward. Industrial leaders want general revision of industrial schedules, but, of course, revision upward."

Still another discontented element is reported by the New York *Journal of Commerce,* which says, on the basis of talks with New York banking and industrial leaders:

"Several leading bankers express disagreement with the theory of increased protection and higher tariff barriers which underlies the bill, while among industrialists protests were more specific in nature, being directed primarily at duties on raw materials and insufficient increases in rates on finished products in which they are interested.

"One leading banker stated that the present tariff law will in effect add an additional obstacle to the international financial problems of the moment. With the continued export of capital from this country, a growing volume of interest and dividend payments will have to be paid to us by foreigners, and these payments will, in the long run, have to be settled largely in goods, he said. The raising of tariff rates makes it increasingly difficult to do so, and will tend to add to the financial burdens of European nations."

In the embassies and legations in Washington the feeling prevails that the Hawley bill "may precipitate a tariff war with certain nations," writes Clarence L. Linz, Washington correspondent of *The Journal of Commerce:*

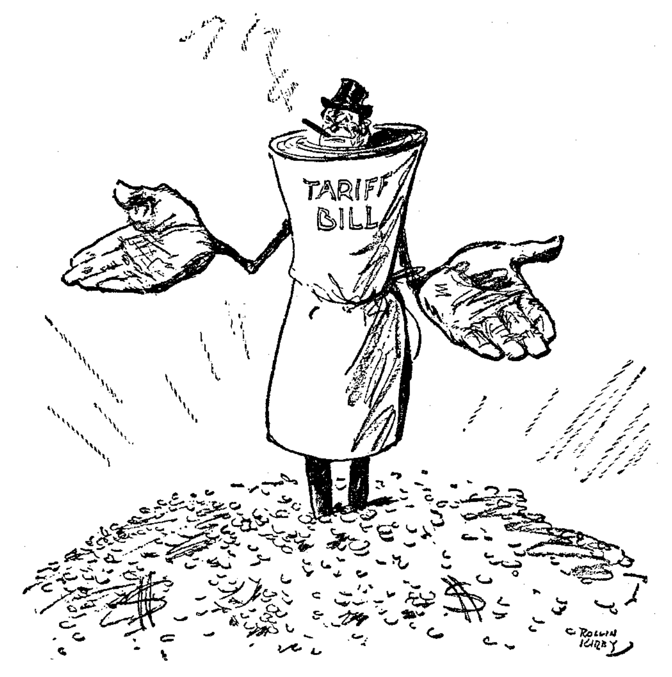
"While diplomats refused to be quoted as commenting on legislation, it was evident that the bill does not meet with favor, particularly among representatives of those countries where there has been a certain amount of friction over existing tariff rates. Countries which will feel most keenly the effect of the new tariff may be listed as Cuba, Argentina, France, Holland, Czechoslovakia, and Sweden."

The tariff bill as introduced in the House revises all but one of the Fordney-McCumber schedules, making more than a thousand changes, an overwhelming majority of which are increases. The New York *Telegram's* correspondent finds the tariff placed on nearly every conceivable farm product:

"Levies on poultry, meats, butter, eggs, corn, rice, onions, eggplants, squash, grass seeds, nuts, green beans, peas, tomatoes, cabbages, radishes, turnips, and rutabagas. The idea was to foster the growing of these commodities in this country in the same way in which baby industries were fostered by the original tariff laws."

But as Frederick R. Barkley notes in the Baltimore *Evening Sun,* the increases are by no means limited to agriculture:

"Chemicals are boosted throughout the list, and textiles, wool goods, and their manufactures show many an increase. Common brick, cement, cedar, maple, birch lumber, and shingles, and violin-bow hair are among the articles transferred from the free to the dutiable lists."



THE GREATEST EXPONENT OF THE "GIMMIES"
—Kirby in the New York *World.*

It might be noted that hides, leather, and shoes remain on the free list, and that cement is taken from the free list to enjoy a duty of eight cents per hundredweight. A number of other important changes are thus listed by the New York *Times:*

AGRICULTURE *Commodity*	*Present Rate*	*Proposed Rate*
Cuban raw sugar, a pound	1.76c	2.40c
Cuban refined sugar, a pound	1.91c	2.80c
Raw wool, a pound	31c	34c
Fresh beef and veal, a pound	3c	6c
Wheat, a bushel	42c	42c*
Corn, a bushel	15c	25c
Rice, a pound	2c	2.50c
Cream, a gallon	20c	48c
Fresh milk, a gallon	2.50c	5c
Fresh pork, a pound	.75c	2.50c
Swine, a pound	.5c	2c

*The rate on wheat is that fixt by President Coolidge under flexible provisions of the Fordney-McCumber Act. Philippine sugar remains duty-free.

MANUFACTURES

COTTON—Duties increased on cotton yarn, sewing threads, hand-worked cottons, cotton cloth, and on practically all high-class cotton manufactures.

CLOTHING—New rates from 26 cents a pound and 40 per cent. ad valorem, to 50 cents and 50 per cent., as compared with 24 cents a pound and 40 per cent., to 45 cents a pound and 50 per cent.

WOOL—Increases in practically all manufactures, including blankets and the like, as well as clothing.

BUILDING MATERIALS—Iron and steel rates practically unchanged. Logs and lumber generally remain on free list. A duty of 25 per cent. ad valorem is provided for cedar shingles and lumber, with 15 per cent. on maple and birch. Common building brick, heretofore free, would be dutiable at $1.25 a thousand.

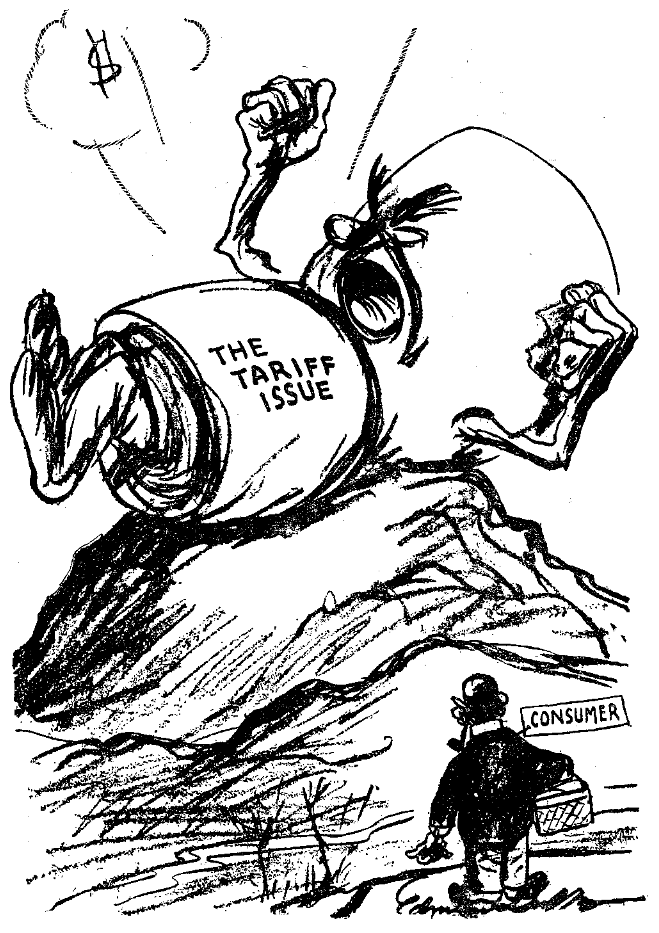
CHEMICALS AND DYES—Thirty-three increases and six decreases made in the chemical schedules. Some are compensatory duties only. Present duty on dyes retained.

In a long statement defending the measure, Chairman Hawley of the Ways and Means Committee says:

> "The duties provided in the bill are intended to adjust the differences in competitive conditions at home and abroad, based upon our experience under the existing tariff law. It is intended to maintain confidence, encourage industry, foster agriculture, provide employment for our 27,000,000 of wage-earners, and promote the continuance of our great and unusual prosperity."

Satisfaction with the bill as a fulfilment of campaign pledges of limited revision is voiced by such representative papers as the Springfield (Mass.) *Republican* (Ind.), Syracuse *Post-Standard* (Rep.), Chicago *Daily News* (Ind.), Wichita *Beacon* (Rep.), Portland *Oregonian* (Rep.), and Spokane *Spokesman Review* (Rep.). The increase in the sugar tariff is warmly defended by conspicuous papers in sugar-raising States. The San Francisco *Chronicle* (Rep.) argues that the sugar business certainly "needs a higher tariff" and that the sugar duty is also a revenue duty, "a logical one, because evenly distributed and bearing lightly on the individual." Commendation of this schedule comes also from the Denver *Post* (Ind.) in Colorado, and the New Orleans *Times-Picayune* (Dem.) in Louisiana. The Hearst New York *American* praises the committee for keeping the Philippine products on the free list. The Seattle *Times* (Rep.) likes the schedules affecting its region, especially the protection of cedar lumber and shingles. The Helena *Independent* (Dem.) in Montana is greatly pleased that the schedules have not been so arranged as to press too hardly on Canada, our best customer.

But the newspaper critics are many. The New York *Times* (Dem.), New York *Evening Post* (Ind.), and Norfolk *Virginian-Pilot* (Dem.) find the Ways and Means Committee going far beyond the Hoover idea of limited revision. The idea that the farmer is not getting his just deserts out of the bill is one widely express. "The first reaction on the tariff bill is that of the farmers' cry of protest; the farmer will get some protection," says the Detroit *News* (Ind.), "but it is offset by the extra-protection accorded the manufacturers." The bill is not what the farmers have a right to expect, says the Kansas City *Star* (Ind.), and the St. Paul *Pioneer Press* (Rep.) and Minneapolis *Journal* (Rep.) think likewise. "A forty-two-cent tariff on wheat helps not a whit," we read in the Chicago *Journal* (Dem.). It seems to the Milwaukee *Journal* (Ind.) that what the farmer is given resembles "the crums which fall from the rich man's table." The Dallas *News* (Dem.) and Baltimore *Sun* (Ind.) argue crisply that the new tariff burdens the farmer as a consumer more than it helps him as a producer. The Democratic Chattanooga *Times* and Louisville *Courier-Journal* similarly find nothing in the bill to make the farmer rejoice, while the Atlanta *Constitution* and Macon *Telegraph* simply denounce the Hawley bill as another Republican robber tariff.



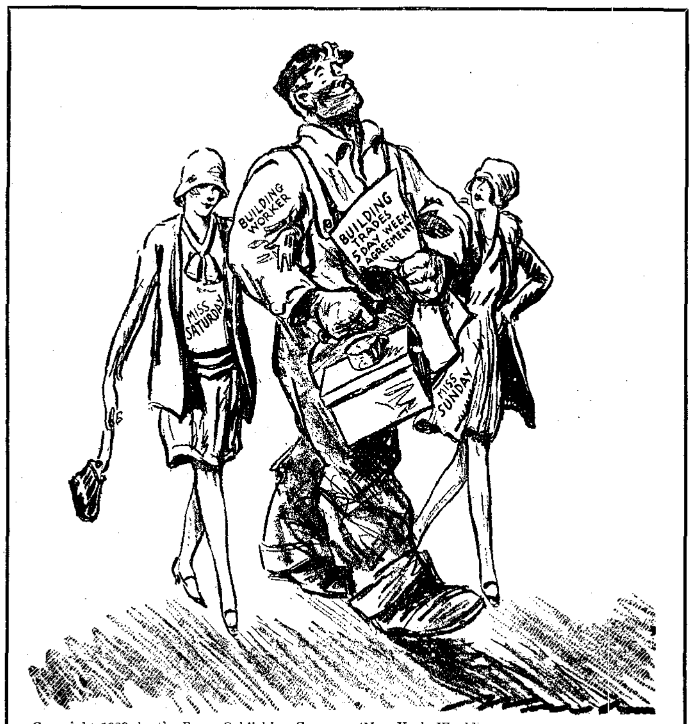
WAKING UP AGAIN
—Duffy in the Baltimore *Sun*.

Others take up the cudgels for the consumer. "As usual, the consumer pays," remarks the Lynchburg *News* (Dem.), "everybody wins but the man who buys." The Richmond *Times-Dispatch* (Ind.) can find nothing in the bill but "wholesale revision for the protection of highly favored industries and against the interests of the average workingman's home." We read in the Providence *News* (Dem.):

> "If the Republican party had made up its mind that public interest demanded curtailing the margin of income which the workers of the country now enjoy over the bare cost of living, it could not have done otherwise than bring in the sort of tariff bill that was introduced in the House, for this tariff is nothing more nor less than a first, second, and third mortgage on the earning power of every worker. It means that in return for his pay envelop the worker must not only give his labor, but must also, even tho the process be indirect and invisible, return to his employer, as manufacturer, a greater proportion of his weekly pay than ever before.
>
> "There is not a housewife in the country, except those who are too rich to mind, but will have to pare down the family budget more than ever if this tariff is adopted."

"FIVE DAYS SHALT THOU LABOR"

THIS DOWNWARD REVISION of the Biblical commandment—the most important victory won by organized labor since the establishment of the eight-hour work-day, thinks the editor of *The Trades Unionist* (Washington)—is that of the 150,000 building-trades workers of New York City, who have been granted a five-day week without loss of pay. This victory, which virtually amounts to a 10 per cent. increase in the daily wage, "is an epochal event in the history of labor unionism in the United States, since it makes five days' earnings equal just what five and a half days' earnings have been," says the Brooklyn *Eagle*, while the Springfield *Republican* considers it "a sensational demonstration of the progress of the five-day-week campaign." "There is no doubt," in the mind of the Brooklyn *Citizen*, that "the five-day week is coming—and is almost here." Already, states the American Federation of Labor, more than 500,000 workers in this country enjoy the five-day week. Especially in the building industry is the campaign making headway, we read in a bulletin of S. W. Straus and Company, of New York City:



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OH! TO BE A BUILDER!

—Weed in the New York *Evening World.*

"St. Louis comes nearer being completely on the five-day-week plan than any other American city. The following building trades are operating on it there: Carpenters, plasterers, cement finishers, elevator constructors, electric workers, lathers, sheet metal workers, plumbers, steamfitters, asbestos workers, and all craftsmen connected with the painters' trade.

"The five-day week is gaining considerable headway on the Pacific coast, particularly in San Francisco, Portland, and Seattle. But it has made no appreciable progress in Los Angeles, because of the open-shop basis.

"In Chicago, plasterers and painters are now on the short-week basis, and in other trades the schedule will be one of the major points of discussion on new wage agreements as of June 1 this year.

"Eastern contractors generally express the point of view that the effect of the five-day week can not be offset by increased efficiency, inasmuch as construction now is about as efficient as possible. They see, in effect, that the recent New York agreement between contractors and bricklayers is virtually a forerunner of a nation-wide movement toward a shorter work-week."

Of the New York controversy, which was virtually settled on May 4, the Springfield *Republican* says:

"This began last January with the demands of the electrical workers, which resulted in their winning the five-day week without loss of pay. The Building Trades Employers' Association obtained a temporary injunction against its operation. The injunction later was vacated. Meanwhile, the electrical workers walked out from a number of jobs where the builders refused to recognize the new arrangement. This controversy is still on, but its early settlement is expected as an incident of the settlement of the larger issue. The bricklayers, the key industry, also had won the five-day week, beginning the first of this month, with an increase of pay from $14 to $15 a day."

"It was Henry Ford who really started the five-day-week ball to rolling," recalls *The Daily Worker* (New York City), and now, explains *The Union Leader* (Chicago), "forward-looking business executives are beginning to realize that the workingmen of this country must be steadily and gainfully employed, and have sufficient money to buy—and enough leisure time to enjoy—the products of industry." Only the other day, we are reminded by the editor of *Labor* (Washington), Daniel Willard, President of the Baltimore and Ohio Railroad, "stated that our productive capacity was 25 per cent. greater than our consuming capacity, and that unless the latter catches up with the former, we can not hope to keep the wheels of industry in motion." There are just two ways to bring about the desired results, says *Labor:* "One is to reduce working hours, and the other is to increase the buying power of the worker by increasing wages." The five-day week, declares the President of the Detroit Federation of Labor, "will give workers more time in which to recuperate from their labors, and will unquestionably add to their efficiency." In fact, says William Green, President of the American Federation of Labor:

"The five-day week is the logical accompaniment of the eight-hour day, and its consequences will be just as dynamic in the lives of wage-earners. The shorter week is a way to guard against overproduction and displacement of workers, and at the same time to make possible wide participation in industrial and social progress.

"The American Federation of Labor expects big gains in the five-day week in the immediate future. Undoubtedly the establishment of this standard in New York City, where so many large construction firms have their offices, means the standard will shortly be nation-wide in effect."

Of course, points out *The American Contractor* (Chicago), "the immediate reaction, so far as the settlement of the New York controversy is concerned, will be to increase building costs in a city where they are 9 per cent. higher than in any other part of the country. But new refinements in materials and construction methods will overcome this increase in time."

From other sources, however, come complaints that wages in the building trades are out of all proportion with the general wage-scales of the country at large; that New York builders, in order to have peace in the industry, are following the lines of least resistance by giving labor what it demands, and passing on the cost to investors. In the opinion of the Chicago *Tribune:*

"There is reason to fear that the five-day week will result in increasing the costs of building to the prospective owner, either through higher wage bills or loss of interest while work is in progress. The five-day week, then, can be expected to cause a still further decline in construction."

The Columbus *Ohio State Journal* sees "no occasion for the five-day week just yet; there is still enough work to go around." We read on:

"One venturesome philosopher predicted the other day that in the not very distant future, as futures go, no one will work more than two hours a day. Perhaps he did not make enough allowance for the fact that every so-called labor-saving device creates the necessity for labor. The automobile has created a hundred times more jobs for factory workers and mechanics than it took away from hostlers and harness makers.

"Workers may have to accept the five-day week, even the two-hour day, some time. But for their own good, we hope the economic situation of the future will not be so bad as that. Nothing is less enviable than idleness."

"WHAT DO YOU KNOW ABOUT THAT?"

Test your knowledge by the questions below. If you can not answer them, turn to the pages indicated. Each one counts 4.

1. Why did Lon Chaney recently partake of light pink frankfurters and blue sauerkraut? (p. 68).
2. Where is the "tornado belt"? (p. 23).
3. What form of cruelty to animals is dictated by fashion? (p. 30).
4. In what European city did Communist riots result in twenty-eight deaths during the first week in May? (p. 9).
5. What is the name of the "national drink" said to be "the curse of Mexico"? (p. 18).
6. What is the main mental difference between apes and men? (p. 24).
7. What is "Scadta"? (p. 78).
8. How much is the annual church offering per member? (p. 31).
9. What two modern inventions led to the collapse of the Mexican revolt? (p. 10).
10. What American has received more presents, probably, than any other private person in history? (p. 49).
11. Who invented a telephone "with a memory"? (p. 21).
12. How are sky-scrapers being used to relieve the parking problem? (p. 72).
13. Is the South solid against the theory of evolution? (p. 31).
14. What Far Eastern country adopted a Universal Manhood Suffrage Act in 1926? (p. 17).
15. Who is the world's youngest prexy of a great university? (p. 44).
16. What Hindu scientist attempts to show that plants have a pulse? (p. 22).
17. Why is opera characterized as a hybrid? (p. 27).
18. In which four large British cities do the women outnumber the men voters by 20,000 or more? (p. 15).
19. What recent trial in New York may develop into a famous case? (p. 29).
20. What American city has just indicted 124 of its citizens and officials on charges of political corruption? (p. 12).
21. Who is called the walking encyclopedia of Hollywood? (p. 68).
22. In what sense can beauty be inherited? (p. 21).
23. Why is *Peter Pan* now acclaimed as a philanthropist? (p. 28).
24. What distinguished American's death recently resulted from attending a funeral? (p. 20).
25. Before the days of air-mail, how long is it said to have taken a letter to go from Lima, Peru, to Iquitos, about 800 miles away? What route was used? (p. 77).

RED RIOTS IN BERLIN

ONLY ONE POLICEMAN WAS SHOT in the Communist riots in Berlin during the first week in May, say the Berlin cables, and he accidentally wounded himself. None of the red rioters was even seen to fire at the police, and of the twenty-eight people reported killed, seventeen are said to have been killed by police bullets, some of them women who carelessly appeared at windows, contrary to police orders. "Plenty of competent people criticize the Government and the police for their action during these Communistic demonstrations," remarks the well-informed New York *Staats-Zeitung*, and it believes that "perhaps the whole demonstration would have passed off like harmless fireworks and would not have left a lasting impression if it had been allowed to spend itself without any interference by the police." The Communists claim that they merely wished to make a peaceful May Day demonstration, but their meeting was forbidden and was then broken up by the police. The Minister of the Interior replies that he had no intention of breaking up their demonstration until he saw the inflammatory Communistic literature urging the dictatorship of the proletariat. Once the disorder started, however, looters took advantage of the situation to commit all kinds of robbery and violence. Steel helmets, search-lights, and barbed-wire are said to have been freely used by the police, as well as machine-guns, fire hose, and armored cars. As H. R. Knickerbocker explains in a Berlin dispatch to the New York *Evening Post:*

"Beginning as a May Day protest against the prohibition of Police Chief Zoergoebel's forbidding open-air assemblies, the Communist action developed on the first day into riots, then into open warfare, and, finally, into plundering by armed bands, greedy for loot. And it was all for nothing. There was no principle at stake.

"Blame for the May Day Communist riots and the disorders, which have taken place during the past few days, has been laid at the door of Moscow Communists and the Communist International by the Berlin Chief of Police, and the same accusation has been made by Reichstag members.

"The Government has ordered the Communists' chief organ, *Rote Fahne*, to cease publication for three weeks."

Later dispatches, as noted above, reported that:

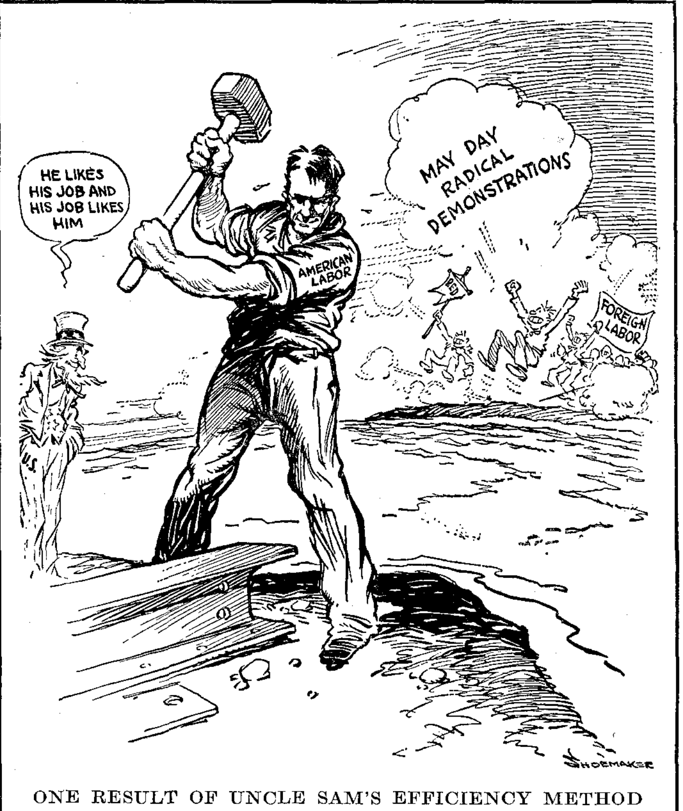
"The official inquiry has been unable to establish that a single shot had been fired by a civilian against the police.

"One hundred and fifty shopkeepers of the Wedding district, where rioting was said to have been very severe, declared to-day that the streets were quite safe from Communist excesses, and that a simple police patrol would have sufficed."

The reassuring thing about the whole affair, as *The Staats-Zeitung* sees it, is that the German workers manifested no inclination to join the reds. It says:

"At least these events showed clearly that the great majority of the German workmen kept aloof from these demonstrations.

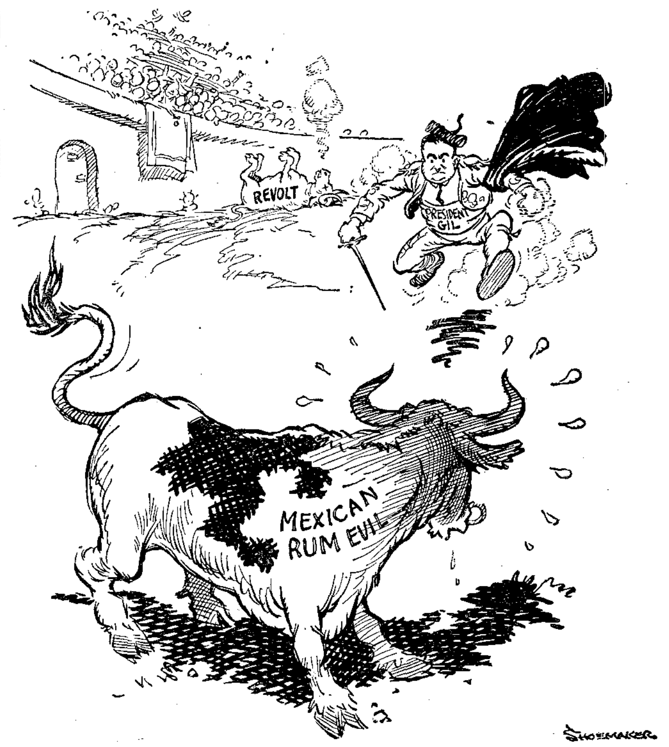
"The Communist party is powerful enough to have 54 representatives to the Parliament of the Rhine (Reichstag). This fact must be taken into consideration, and it seems after all that the existence of the German Republic is no more endangered to-day than it was in 1920 by the Kapp uprising, which was brought about by an entirely different political party."


HE LIKES HIS JOB AND HIS JOB LIKES HIM
MAY DAY RADICAL DEMONSTRATIONS
AMERICAN LABOR
FOREIGN LABOR
U.S
SHOEMAKER

ONE RESULT OF UNCLE SAM'S EFFICIENCY METHOD
—Shoemaker in the Chicago *Daily News*.

BRIGHTER SKIES BEYOND THE BORDER

TWO OF OUR MODERN INVENTIONS—the airplane and radio—will make insurrections less fashionable in Mexico hereafter, is the prediction made by American editorial writers at the conclusion of Mexico's latest revolt. The bombing planes, made in the United States and flown to the "front" below the Rio Grande, scattered the loosely knit rebel forces and detected their ambushes from the air, it seems, and the radio carried the bad news of the ensuing defeat to all parts of Mexico. As a consequence, recruits stopt coming in, money was hard to obtain, and in the face of the American embargo against planes intended for rebel forces, the uprising against the Portes Gil régime could not be carried on. Now that it has come to an end, the Mexican President is devoting his attention to the liquor problem, which is discust on page 18 of this issue.



THE AMBITIOUS TOREADOR

—Shoemaker in the Chicago *Daily News.*

The insurrection started by General Escobar on March 3 is said to have cost $15,000,000, to say nothing of the loss of hundreds of human lives. It is the nineteenth rebellion since 1910, according to Jack Starr-Hunt, Mexico City correspondent of the New York *Herald Tribune*, who estimates that these uprisings have cost Mexico some 200,000 lives. "As for the financial losses, it is impossible to estimate them," he adds, altho one Mexican authority believes the De la Huerta revolt alone cost as much as $30,000,000.

But there have been gains, direct and indirect, we are told. For one thing, it looks as if the controversy between the Mexican Government and the Catholic Church in Mexico might be settled. The ranking prelate there has announced that the Church and its ministers are prepared to cooperate with the Government, and President Portes Gil has welcomed this advance. In a military way, declares the New York *Evening Post*, "the triumph of General Calles is a victory of which the Mexican Government may well be proud. More important than its military aspects, however, is its political significance"—

> "Both at home and abroad, the revolt was condemned from the very start as an unwarranted attack upon a constitutional régime, an attack based on nothing more than the personal ambitions of its leaders.
>
> "The loss of life and destruction of property which the revolt has occasioned are a heavy price to pay for the recognition of the futility of force as against constitutional processes of government, but if the failure of the insurrection sounds the death knell of military uprisings, Mexico may rejoice that it got off as cheaply as it did."

The Escobar revolt lacked the sympathy and support of the Mexican people, points out the Manchester *Union.* It was, therefore, "doomed to failure from the start," declares the Memphis *Commercial-Appeal:*

> "The revolt started at the time of President Hoover's inauguration. If there was any intent of the rebel leaders to confuse the American Government and bring about intervention, they were badly mistaken. Washington acted quickly, firmly, and wisely. It was believed that the clerical forces or sympathists in Mexico would bring a huge rallying to the rebel cause. Here again the rebel leaders guessed wrong.
>
> "They counted on Portes Gil's inexperience as Chief Executive to enable them to rout the government officers. Another mistake. The President called on the one man in Mexico who, through experience and knowledge, was capable of dealing with the rebels in the field—General Calles. From the day the former President took the field, General Escobar led a lost cause.
>
> "The loss of life has been comparatively small, but the economic loss to the people has been severe. In order to adequately cope with the situation, the constitutional government had to expend funds saved for the purpose of paying interest upon the Government's indebtedness.
>
> "It has been a costly affair for the United States. Because of activities along the border it was necessary for the United States to concentrate large numbers of troops at strategic points. To transport them to the border, equip them for field service, and maintain them there makes a large item.
>
> "The two greatest factors in subduing the revolt have been Portes Gil's determination to save his government, and the moral and physical support given him by the United States. The last was probably the deciding factor. The revolution has been a severe trial for Portes Gil, but he emerges stronger and more determined than ever. Friends of Calles, too, are more than ever convinced that their belief in him is justified. He has shown himself to be a true patriot."

In the opinion of the St. Louis *Star*, Mexico, as a result of its success in suppressing the Escobar revolt, is to-day nearer settled government than she has ever been before. As President Portes Gil (pronounced *heel)* said to a Mexico City correspondent of the United Press on May 2:

> "I believe firmly that the break-up of the Huerta movement in 1923 and the fracas this year mean that if rebellions of this type recur in the future, it will not be with the same frequency as in the past.
>
> "Where led by chiefs so perverse and unpopular as now, they will surely fail utterly for lack of public support."

One trouble with Mexico, agrees the Schenectady *Union-Star*, "is that there are too many generals; gold lace goes to their heads." Its army, observes the New York *World*, "is larger than that of Brazil or Argentina, and might well be cut down."

Be this as it may, there are a few American papers which regret the part we played in aiding the Portes Gil government, and others which think the Mexican President's predictions of peace and prosperity in Mexico are premature. In the latter class is *The Wall Street Journal*, and the Washington *News* agrees that—

> "To friendly outsiders, Portes Gil seems to assume too much. Unless the basic conditions which produced this abortive revolt are changed, recurrence of the military rebellions of 1924, 1927, and 1929 appears almost inevitable."

One of the papers which think we went out of our way to aid the Portes Gil régime to put down the Escobar revolt is the Minneapolis *Tribune*, which says:

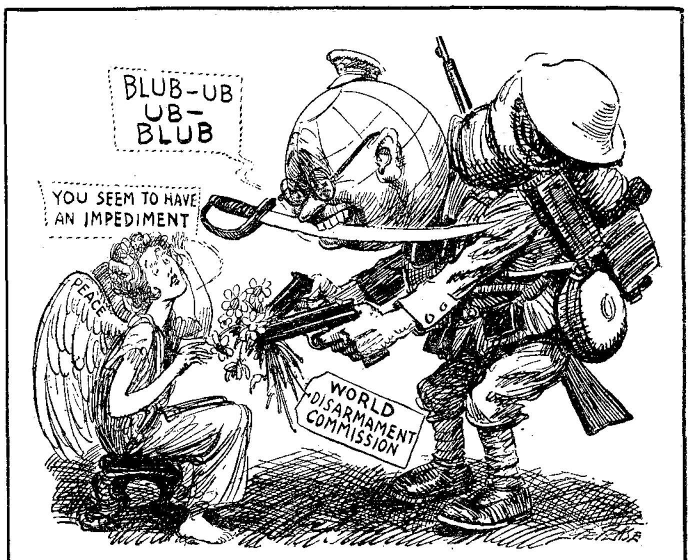
> "The chief objection to the American policy is that it may tend to keep corrupt and tyrannical governments in power. Latin-American States are so poorly organized that parties of opposition, such as we know them, often find it impossible to rid themselves of a bad government except through revolution."

FAILURE TO CUT THE WORLD'S ARMIES

THE BURST OF OPTIMISM that followed the announcement of President Hoover's new formula for reducing naval armaments was noticeably chilled by the failure of the Preparatory Disarmament Commission at Geneva to make any visible progress toward the limitation of land forces and land armaments. Promise of a reduction of naval establishments while the huge standing armies of Europe remain intact, declares Dr. Gustav Stresemann, Germany's Foreign Minister, "leaves the peace of Europe in as great a peril as ever." "The Commission has not progressed the slightest toward disarmament," says Count von Bernstorff, the German delegate, who criticizes its refusal to count trained reserves as part of a nation's peacetime fighting force. The failure to find a way to limit either trained reserves or war material, says Maxim Litvinoff, Soviet Vice Commissar for Foreign Affairs, "completely disembowels" the work of the conference. And in Italy *The Tribuna*, of Rome, even goes so far as to call the delegates "hypocrites," because behind all their talk of peace lurks "only one hypothesis—a war which might be fought against one another."

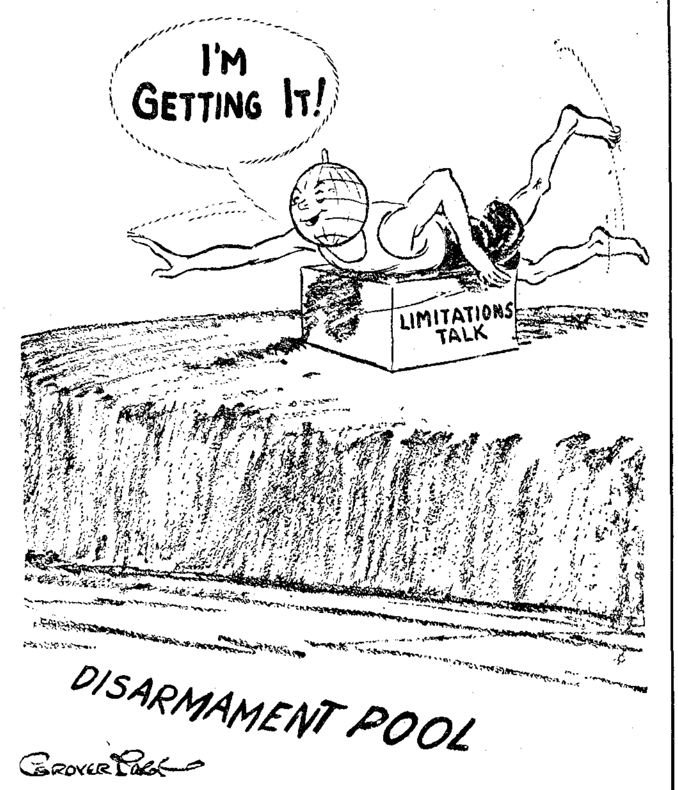
The United States, Germany, Russia, and the Scandinavian countries, the Brooklyn *Eagle* reminds us, "stand on one side in favor of definite limitation of armies, reserves, and war materials, while on the other side are Japan, Italy, France, and her various continental allies." But to facilitate the working out of the agenda for the final plenary Disarmament Conference, which may be called next year, Great Britain and the United States first agreed not to insist upon any limitation of army reserves, and later the United States, Sweden, and other countries agreed not to insist on any limitation of stocks of war material. "Both actions," says the New York *World*, "are a concession to France, Italy, Poland, and Czechoslovakia, and they make the draft convention on land armaments a weak affair." The position of the United States Government is explained by Carter Field in a Washington dispatch to the Philadelphia *Inquirer:*

> "It was because the Hoover Administration regards armament reduction as the outstanding problem before the world to-day that American representatives at Geneva made their 'strategic retreat.' The view of this Government, it was asserted by very high authority to-day, has not changed in the slightest so far as some of the disputes on land armaments are concerned.



ANYHOW, IT'S A FRIENDLY GESTURE

—Pease in the Newark *News*.



LEARNING TO SWIM

—Page in the Louisville *Courier-Journal*.

> "This government still holds the view, for example, that the huge trained reserves of the French, Japanese, and Italian armies should be considered in computing land strength. But the United States is not by any stretch of the imagination going to be directly involved in any curtailment agreement of land forces, its army being already far smaller than any possible ratio could fix.
>
> "There has been no abandonment, it was asserted by the high authority mentioned, either directly or indirectly, in the general American position that the problem before the world is a reduction of armament. No expression, direct or indirect, on this implication has ever been given by any American representative in Europe, and any statement to the contrary, it is positively asserted, is perhaps sent across for mischievous purposes.
>
> "The withdrawal of the point about counting trained reserves in computing land strength, is made solely in the interest of harmony. This Administration is positively of the opinion that the land reserves ought to be counted. However, if the European nations can agree on reducing their armies, this Government will be duly thankful for what it will regard as a tremendous accomplishment for better economic conditions, not only in Europe, but all over the world, in bettering living conditions everywhere, and incidentally as increasing potential American markets. It would far rather have that accomplished than win a paper victory on the essential justice of the points made by this Government."

The opposing attitudes of France and Germany toward the inclusion of reserves in the estimate of a nation's military strength are explained as follows by the New York *Herald Tribune:*

> "France rejoices, for this means that her huge trained reserve of over 5,000,000 men is not to be counted in figuring her military needs. If it were determined, for example, that her army should be 200,000—twice the size of Germany's—she could have her 200,000 in regular service and her 5,000,000 reserves ready to spring to arms to support them.
>
> "Germany is correspondingly deprest. And the depression hits all parties. The Nationalists who still dream of revenge and restitution are, of course, bitter. The more liberal parties, who sincerely wish for real progress in the demilitarization of Europe, look upon this as a step backward."

"So far the word 'failure' can be written across all attempts at disarmament or reduction of armaments," says Premier Mussolini in an article cabled to the New York *American;* and he goes on to say: "The outcry for disarmament is ten years old, and yet the peace-loving year of 1929, with its Kellogg pact and its disarmament talk, is better armed than the war-making year of 1914." According to tables given in *The World Almanac* of 1914 and 1929, the armies and organized reserves of the principal countries of Europe when the World War began amounted to a man power of about 21,500,000, while in 1928 they added up to about 24,500,000—and this in spite of the fact that the figures for Germany had been reduced from 5,200,000 to 100,500.

As the Chicago *Tribune* ironically pictures the Geneva arms conference: "The important delegates stayed awake nights to find unimpeachable reasons for not accepting any possible or plausible proposal which might accomplish the purpose of the conference, while the unimportant delegates devoted wholeheartedly about as much time to preparing the unacceptable proposals." "Thus the way is prepared for a humbug treaty pretending to reduce national armies, while leaving each nation free to maintain still larger armies under the name of 'trained reserves,'" comments the Washington *Post*. The acceptance of peace-time conscription and unlimited reserves, declares the New York *Nation*, "betrays the whole principle of Army reduction."

But despite these discouraging aspects of the situation, many observers believe that in its three weeks' discussion the sixth session of the Preparatory Commission made definite progress toward the limitation of land as well as naval armaments. Thus in a United Press dispatch from Geneva we read:

> "While the United States accepted France's naval compromise as a basis for negotiations and France's view-point on the question of trained reserves, France retaliated by accepting America's view-point on the control of war-material stocks through publicity, and Hugh S. Gibson's proposal to leave the enforcement of the disarmament convention to the good faith of the nations rather than to leave it to an international control commission.
>
> "Many problems which had been standing in the way of the progress of the five previous preparatory conferences were brushed away at this session.
>
> "It was decided to limit only the enlisted military effectives of the nations, and not the trained reserves, as demanded by Germany and objected to by France.
>
> "The United States won its point when it demanded that war material be limited only by full publicity of the stocks of the Powers. Aerial armaments, it was decided, are to be limited by the number of airplanes and dirigibles by the total horse power.
>
> "The Chinese project for the abolition of conscription throughout the world will be submitted before the disarmament conference itself, as will the Russian project for a 50-per-cent. reduction in all existing armaments."

"This is the first conference of its kind that did not break up in failure soon after its assembling," notes the Albany *Knickerbocker Press;* and in the Newark *News* we read:

> "Never before has the conference adjourned with such good prospects of progress. For it now seems to be on the road to definite accomplishment.
>
> "The best to be said for land disarmament is that it may be stabilized. No immediate reduction is in sight. But to stabilize the *status quo* means progress. More was hardly to be expected. Naval disarmament is the more urgent. If the United States and Great Britain, the two greatest Powers, can reach an understanding, the international situation will be given a stability and security needed before the problem of land disarmament can be attacked with encouraging expectation.
>
> "It may be said that all Ambassador Gibson has presented is a new method of approach. This is what was needed. Naval reduction had gone stale for lack of a fresh idea. The Hoover Administration has furnished one. How soon it will produce results is problematical, for, as Mr. Gibson says, 'The solution of the naval problem is in essence simple, but in application complex. The technical considerations involved must be studied from many angles.'
>
> "Whatever the recess may bring forth, the United States is again in its rightful place of leadership, as at the reparations conference. It is a position it should not forfeit again. So long as it persists in seeking a solution of the great problems now under discussion, other nations will be reluctant to take the responsibility of bringing the discussions to naught. World opinion counts as it never did before. Nations are less free to pursue their selfish ways. In this atmosphere, honest efforts to get rid of old burdens and to promote peace and understanding are sure of international approbation."

THE WORM TURNS—IN CHICAGO

TAXPAYERS IN CHICAGO are at last in a mood, some observers believe, to turn upon the grafters and official squanderers who have brought that municipality to the verge of bankruptcy and given it the reputation of being the most lawless of all our large cities. The city is beginning to stagger under its load of needless debt, and is tired of being a horrible example. Such, at least, is the interpretation which the more hopeful press writers place upon the action of Chicago grand juries in indicting 124 citizens and officials on various criminal charges.

The determined attempt to break up the alliance between the city's politicians and its underworld, we are told, is proceeding under the firm hand of State's Attorney John A. Swanson, a very different man from his predecessor. Developments up to May 8 were thus summarized by the Chicago *Journal:*

> "Six Sanitary District trustees and a former trustee have been indicted for conspiracy to defraud the taxpayers. Six police captains have been indicted for conspiracy in connection with the operations of a slot-machine gambling ring. Both groups are composed of men elected or appointed to serve the public. All are charged with violation of trust.
>
> "The police captains, at their own request, have been given furloughs. They will be relieved of duty until vindicated or found guilty. The officers themselves have sensed the impropriety of remaining on duty under the circumstances. No such perception moves the Sanitary District trustees. Repeatedly they have been called upon to resign; just as often they have refused.
>
> "The best interests of the community, as well as a sense of fairness toward the accused, demand a speedy trial for both the indicted police captains and the Sanitary District trustees. The public has heard the charges against them aired repeatedly; the grand jury which weighed the evidence deemed it of sufficient importance to warrant indictments. If any of these men are unjustly accused, the sooner they are vindicated the better; if they are guilty, swift punishment should follow."

The profits of the lawbreaking slot-machine syndicate, the Chicago *Daily News* tells us, mounted into the millions, and the evidence submitted to the grand jury showed that "hundreds of thousands of dollars were paid to politicians and police officials for their connivance." The same paper continues:

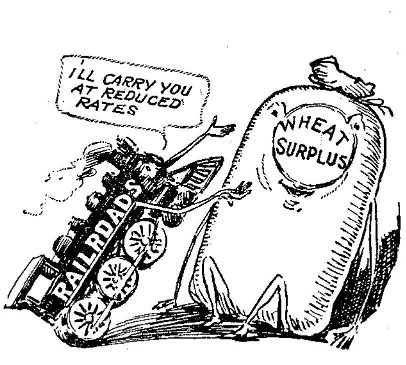
> "While the community knows that corruption has flourished in the police department, and that alliances between the underworld and politicians have demoralized more than one municipal department, it does not desire that undeserved reflections be cast upon a single public servant.
>
> "It does desire that swift and condign punishment be accorded any faithless person clothed with official authority."

What the "whoopee variety of government" has done for Chicago and her citizens is thus stated by an editorial in an eastern paper, the Newark *Evening News:*

> "Her financial situation can only be described as desperate. Half a billion dollars' worth of public improvements are in abeyance. Her public treasuries are empty. Her education department is closing the school year with a $23,000,000 deficit, and the prospect that her schools may not open again in September for lack of funds. Public confidence in her government has departed; taxpayers decline, time after time, to authorize more bonds. Municipal salaries are being paid out of borrowed money.
>
> "That the second city in the land could be brought to such a pass will surprize only those who have not followed the vicissitudes of her history for the past few years. Her failure to cope with crime and lawlessness, permitting the smoke-screen of an anti-British propaganda to be employed in elections to conceal and confuse the issues of efficiency and economy in her own municipal housekeeping, has been a stench in the public nostrils. Horrible examples are unpopular, but they are useful, nevertheless. Other American cities, large and small and in-between, may profit by observing the results of her dizzy pace and slowing down their own."

TOO MUCH WHEAT CHOKING PROSPERITY

IN THAT EPIC OF WHEAT, deathlessly told by Frank Norris in "The Octopus" and "The Pit," comes another dramatic chapter. Gloomy is the outlook; with wheat down to $1.13 in Chicago; with 350,000,000 bushels still on hand of last year's enormous crop, while the first of the new harvest is but a few weeks off; with a huge acreage and prospects of an even larger crop this year; with Canadian and Argentinian wheat benefiting by cheaper transportation; with domestic consumption dropping off consistently. And relief comes slowly as Congress still discusses debentures and boards and cooperatives and revolving funds. But one relief expedition rallies itself betimes as the Eastern railroad executives announce that they will cut rates for wheat for export, recognizing "that an emergency of national proportions exists, necessitating every possible aid to the immediate removal of this surplus out of the country."


I'LL CARRY YOU AT REDUCED RATES
WHEAT SURPLUS
RAILROADS

DOING THEIR BIT TO HELP THE FARMER
—Halladay in the Providence *Journal*.

This help comes none too soon. For, as J. C. Royle writes in one of his Washington dispatches for the Consolidated Press, this carry-over wheat has still to compete against the Canadian grain now being rushed abroad: "So great is the rush of Canadian wheat that ten Upper Lakes vessels are tied up at Ontario ports with cargoes aggregating 4,000,000 bushels, and with local elevators jammed to the capacity; elevators all the way to Montreal and harbor facilities are paralyzed under the unprecedented rush of grain to the sea." And from Toronto comes the hint that the cut in grain rates on our roads will be met by similar reductions by Canadian roads, thus possibly nullifying its effect.

All in all, the gesture of our railroads wins praise from the press. There is some wonder what export markets will take the grain when it reaches the seaboard, one correspondent at Washington suggesting that the Administration has been considering the possibilities of large shipments to famine-stricken China "as one avenue of outlet for the wheat deluge." Perhaps we can do something ourselves, comes another suggestion, and eat up more of this wheat each year, so there will not be such huge recurring surpluses.

But in the meantime and for several months to come, the wheat crisis will dominate the agricultural problem, and, remarks the Philadelphia *Evening Public Ledger:* "The Administration's attempt to increase the exports of both the 1928 carry-over and the 1929 crop will be a matter of concern not only to the wheat-growers but to politicians, who must measure their chances in next year's Congressional elections by its success or failure."

A May-day announcement from the Department of Agriculture told of a meeting of heads of Eastern railroads at which it was decided to reduce the freight rate on wheat for export temporarily until September 30, the reductions approximating two cents per bushel on wheat moving from Buffalo, four cents from Chicago, and five cents from St. Louis. A statement issued after the meeting by one of the railroad executives called attention to the great accumulation of grain on farms and in elevators:

> "This grain, together with the abnormally large crop maturing which will soon be ready for the market, must meet the competition of the unusually large carry-over and production in foreign countries, with consequent lowering of the price-level in the principal markets of the world.
>
> "The railroads recognize that an emergency of national proportions exists, necessitating every possible aid to the immediate removal of this surplus out of the country."

Formal approval by the Interstate Commerce Commission and corresponding action by Western roads was taken for granted. The first Western road to fall in line was the Kansas City Southern, which carries grain to Gulf ports. The object of these moves, we read in a New York *Herald Tribune* dispatch from Washington, "is to enable wheat producers to clear Western warehouses of the accumulation without facing a transportation loss of eight cents a bushel, a freight-rate advantage held by Canada and Argentina on wheat for the world market." And, according to a New York *World* correspondent: "Farm leaders, growing impatient at Congressional dalliance with relief measures, hailed this as a genuine aid to agriculture, without conceding that the emergency rates would be permanently unfair to the roads or as low as would be profitable to the carriers."

Prompt commendation of such a practical, generous move on the part of the railroads comes from representative dailies like the Boston *Globe*, New York *Times*, New York *Herald Tribune*, Norfolk *Virginian-Pilot*, and Chicago *Journal of Commerce*. That it is at least in line with the Administration's desires, is generally conceded, and some editors even consider the move a definite part of the Hoover farm-relief program. At any rate, the Chicago *Journal of Commerce* concludes that: "When the railroads will go to such lengths to do what the farmers and the Government want, the farmers and the Government ought to be willing to give the railroads more consideration than they have received yet." But the railroads could hardly afford not to take such action, the Brooklyn *Eagle* thinks, in view of the fact that at the old rates they have been losing revenue because of the smaller exports of wheat in recent months. In Congress, notes the Chicago *Daily News*, there are assertions that the low rates on export grain might perhaps be maintained permanently, or at least that it would be worth the Interstate Commerce Commission's time to find out. And the Chicago daily comes to the conclusion that "a careful reexamination of the grain-rate structure need not result in action unfairly adverse to the railroads, and might lead to the discovery of practicable methods of stimulating materially exports of farm products." In another great grain-shipping center, the St. Paul *Dispatch* reminds us that the visible supply of wheat to-day "is nearly 350 million bushels, which is about 60 per cent. of all domestic requirements for 1929; last year the carry-over was 245 millions, in 1927 it was 183 millions, and in 1926 only 143 millions. The price is about 35 cents less than it was a year ago at this time." The railroads, it continues, may perhaps have been moved by other considerations than pure concern over this alarming situation of the farmer:

> "For several years more and more American grain has been finding its way to export through Montreal, attracted there by lower export rates on Canadian railways, and there has been a marked decline in shipments by way of New York, Philadelphia, Boston, and Baltimore. The American railways naturally wish to check this tendency, which soon may find New York getting only the overflow from Montreal.
>
> "Perhaps more important than the actual benefit to follow from this rate reduction is the fact that President Hoover has embarked at all upon this particular mode of farm relief. If the nature of this remedy is examined closely it discloses itself to be in essence a bounty on the export of grain, paid, to be sure, by the railroads, but none the less a bounty. Through less-than-cost export rates on its national railways the Canadian Government has been giving such bounties for some time, which may explain why wheat is six or seven cents higher at Winnipeg than at Chicago or Minneapolis, despite the existence of a 42-cent American tariff to protect the American farmer. Now the American railroads are to grant a similar, tho smaller, bounty."

TOPICS IN BRIEF

(An extension of this department appears weekly on the screen as "Fun from the Press")

Germany will pay if it can be done inexpensively.—*Dallas News.*

The Democratic party's first job is to re-jell the Solid South.—*Arkansas Gazette.*

How simple flood control will seem to Mr. Hoover after trying his hand on Congress.—*Bethlehem Globe.*

We just want to live another year or two, to see if they will padlock a Congressman.—*Detroit News.*

Poison gas has been barred for the next war, which probably means some one has thought up something worse.—*New York Evening Post.*

Living within the income means living without the worry.—*Boston Herald.*

Mrs. Hoover may be the "First Lady of the Land," but Mrs. Gann is the First Sister.—*Tampa Tribune.*

Mussolini holds eight Cabinet jobs now. But he hasn't charged King Victor Emeritus rent yet.—*Dallas News.*

In this great land of opportunity, any little girl may grow up to be a Vice-President's sister.—*San Diego Union.*

You can't destroy a class system in a land where everybody hopes to belong to the upper class next year.—*Erie Times.*

Wonder if people will continue getting famous at a rate fast enough to satisfy the testimonial ad demand.—*Marshall County Banner.*

Jugoslavia has a Minister for Social Affairs in its Cabinet. That's what we need if any more dinner-table precedence is to be settled.—*St. Louis Globe-Democrat.*

A Chicago automobile dealer advertises that he stands behind every car he sells. Good thing he doesn't sell mules.—*American Lumberman.*

Colonel Stewart is to get a pension of $50,000 a year. The way of the transgressor depends upon what company he works for.—*San Diego Union.*

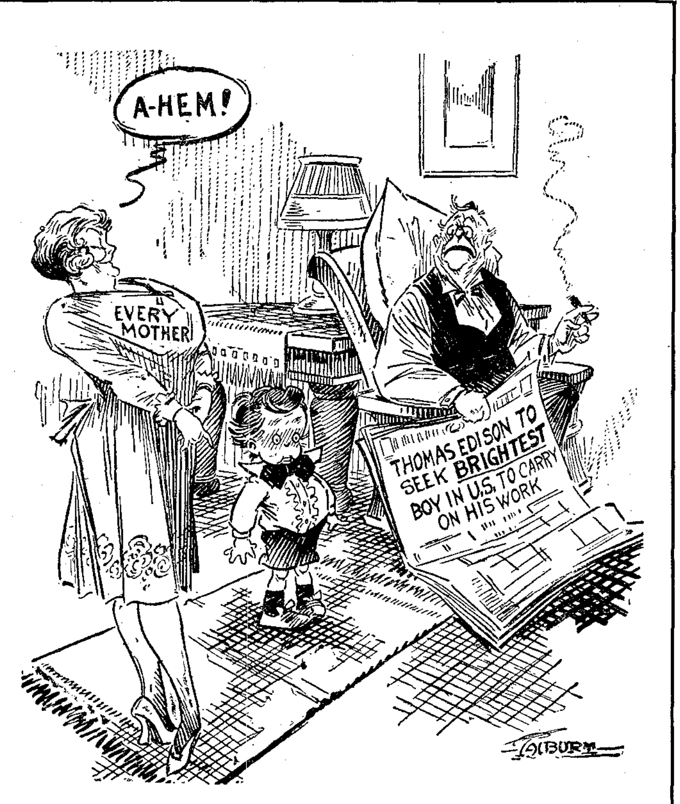
Already sound and color have been added to the movies, and smell is said to be next. How about a little more taste?—*Christian Science Monitor.*

A scientist has discovered that fear reactions originate in the brain. That explains why it's next to impossible to scare some people.—*The Arizona Producer.*

Miss Marion Talley, it seems, is about to buy a farm, and if Congress doesn't hurry up and get busy with relief measures perhaps some of our farmers will have to go into opera.—*New York Evening Post.*

The warden isn't going to permit Mr. Sinclair to have his meals sent in from a fashionable Washington hotel as had been planned. We must regard this as a blow at the Bigger and Brighter Jails movement.—*Chicago Tribune.*

It's a dull day in the news when a search plane isn't being sent out to hunt for the search plane that was sent out to hunt for the search plane that was sent out to hunt for the plane that got lost in the first place.—*The Arizona Producer.*


A-HEM!
EVERY MOTHER
THOMAS EDISON TO SEEK BRIGHTEST BOY IN U.S. TO CARRY ON HIS WORK
TALBURT

IT OUGHT TO BE EASY

—Talburt in the New York *Telegram.*

Now that he's off the pay-roll, the millennium looks different to Trotzky.—*Dallas News.*

Germany took only a few hours to invade, but is taking many years in evading.—*Atlanta Constitution.*

After President Gil gets Mexico dried up, he should pay a good-will visit and show us how.—*Tampa Tribune.*

Well, if he that exalteth not himself shall be exalted, the future is rosy for Mr. Gann.—*Publishers Syndicate.*

We're wondering if reporters employed by a newspaper owned by a power company are paid on a kilowatt hour basis.—*Milwaukee Journal.*

Anyhow the New Tammany stayed that way as long as a new car.—*The New Yorker.*

Stop the flow of liquor at the mouth, and the source would doubtless soon dry up.—*Christian Science Monitor.*

Chicago's water fund is $12,000,000 in debt. This is probably the largest waterhole in the country.—*American Lumberman.*

It does beat all how the price of wool keeps up, considering the number of lambs that get shorn in Wall Street.—*The Arizona Producer.*

Experiments in Cleveland show that electricity is the cause of life. So it seems we are nothing but a lot of current events.—*The New Yorker.*

When an editor can't break into The Literary Digest any other way, he can always conspire with the printer to commit etaoinshrdlu. — *The Arizona Producer.*

William A. Clark, 3rd, thinks he left sixty-five thousand dollars' worth of jewels in a taxicab. There now remains no sphere of women's activities that men have not invaded.—*The New Yorker.*

It's a funny thing, but you never hear of a Mediterranean fly or weevil of any sort going around putting the spinach crop on the blink.—*Macon Telegraph.*

Physiologist says inability to keep a secret is a physical rather than a psychological failing. Something wrong with the secretive glands?—*Arkansas Gazette.*

Bricklayers of New York are to receive $15 per day. This may enable them to get out of debt at last, unless their chauffeurs demand an increase.—*Kay Features, Inc.*

A reformer states that if Germany drank nothing but water she could pay what she owes. And if the Allies drank nothing but water they wouldn't need to press the debt.—*Atlanta Constitution.*

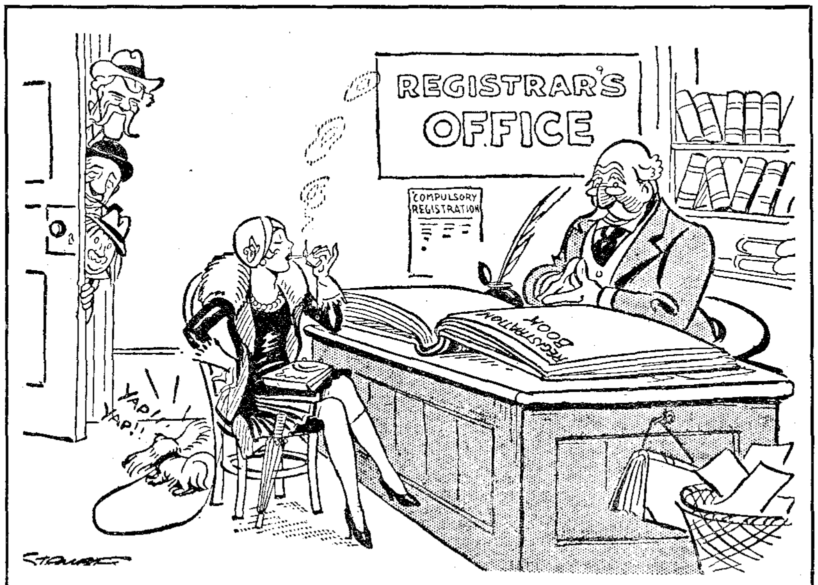
The deadly citrus fly has made its appearance in Florida, but it is a comfort to know that no matter what happens the orange-drink industry will not be affected one way or the other.—*The New Yorker.*

And now, as we were about to say before we had to send out that police call, some friends of Mr. Einstein of relativity fame insist that he is not an atheist or an agnostic, but that he "believes in the God of Spinoza." It sounds like a Southern statesman explaining that he is a Hoover-Democrat.—*Chicago Tribune.*

FOREIGN - COMMENT

"MYSTERIOUS WOMAN" IN BRITAIN'S ELECTION

FUTILE ARE CALCULATIONS based on election voting records in previous years in Britain, everybody realizes, and the reason is that "mysterious woman," whose unguessable mental processes have hitherto been restricted in their field for exercise, is regarded, with varying hope and dismay, as the deciding factor in the General Election, May 30, by leaders in all the three chief parties, Conservative, Liberal, and Labor. "*Cherchez la femme!*" the sleuth slogan of many a detective story and play, is said to be the "tip" of political wiseacres. A Liberal newspaper, the London *Daily Chronicle*, gently chaffs Premier Stanley Baldwin and other Conservative leaders for their campaign to win the new women voters, alleges that they have considered "all sorts of specious ways for appealing to the feminine mind," and proceeds with this:



ANOTHER JUNE WEDDING

FLAPPER: "Well, you can put me down to be married in the spring."
REGISTRAR: "And what is the name of the lucky gentleman, please?"
FLAPPER: "Oh, I'm like a lot of others—haven't decided yet."

—*Daily Express* (London).

> "They have rightly concluded that a woman is not a sort of iguanodon, for whom some strange special diet has to be provided. But this does not imply that the enfranchisement of 5,000,000 additional women voters has introduced no new fact into politics.
>
> "It has. But the supremely important fact is not that they are women, but that they are young. There are now some 10,000,000 men and women electors under thirty years of age to whom the party which seeks power must make its appeal. At the General Election the forces of youth will be doubled, and their fresh minds, keenly alive to the newest problems of the modern world, will be a decisive factor. . . .
>
> "Young minds keenly alive to these issues care nothing for political nostrums devised in the spirit of a quarter of a century ago. Mr. Baldwin can offer nothing to make politics interesting to the alert younger generation. No inspiring voice comes from his party. That is why many younger persons have been turning expectantly to the Socialists. But among these, where are the leaders who have given a sign that their dream can be converted into reality? There are none. The Socialists, also, have fallen back on worn catchwords."

On the other hand, it is claimed by the Conservative party, as witnessed in an article contributed by the Premier's wife, Mrs. Stanley Baldwin, to the London *Morning Post* (Ind., Cons.), that the consideration which the present Government has shown for the interests of women, and the importance it attaches to their cooperation in political and public life, is "in striking contrast with the unfulfilled promises of the two Opposition parties." Indicative of the Labor party's attitude toward the women voter is the remark of the London *Daily Herald* (Lab.), that "if the woman who 'can't be bothered' with politics could be made to realize that politicians have a lot to do with the meager yield of the £1 note, it would not be difficult to enlist her interest in the General Election." Profiteering, of course, this journal maintains, is one of the main elements in the high cost of living, and a Labor pamphlet entitled, "Woman in the General Election," we are told, gives striking figures, showing the big profits made by sugar firms, sewing-cotton manufacturers, multiple shops [chain stores], boot and shoe merchants, clothiers, milk combines, and chemists.

So much for the various party plans to capture the woman's vote which, we learn from London press dispatches, will outnumber the masculine in 206 out of 219 reported constituencies, through the extension of the suffrage to all women above twenty-one years, as compared with the previous limitation to women above thirty. Many of the newspapers which have attempted to fathom the mind of the new feminine voter, writes a London New York *Herald Tribune* correspondent, have met with little success, and he adds:

> "Perhaps the most enlightening have been the series of letters from newly enfranchised women published in *The Manchester Guardian.* The conclusion to be drawn from this symposium is twofold:
>
> "First, many intelligent women are frankly undecided even at this date as to the side on which they should aline themselves, considering that the campaigners for all the parties have failed to give them any really enlightening arguments.
>
> "Second, as far as platforms are concerned, most women are more interested in safeguarding peace and in an enlightened British foreign policy than they are in such domestic problems as unemployment, or even questions of child welfare and housing, which all the candidates seem to prefer to feature in their campaigns."

The new electoral register, which came into force on May 1, it is pointed out in a London dispatch to the Ottawa *Evening Citizen*, has so swollen the list that in only very few districts do men outnumber the women, and we are further informed:

> "London City still maintains a masculine preponderance of 4,000, but in such centers as Liverpool, Manchester, Leeds, and Bradford, the women voters exceed men by 20,000 or more.
>
> "About 27,000,000 people now possess a vote against 21,000,000 in the 1924 election. Complete returns are not yet available, but it is expected the women will exceed the men by 1,000,000 or at least 650,000."

Whatever else may appeal to women in the offerings of candidates, it is apparent from London press dispatches that the voting majority of women are waging a great peace crusade throughout the country to make international peace an election issue. The chief line of action, we are told, is the presentation of a questionnaire of foreign policy to all parliamentary candidates by women's deputations from constituencies, and the questions as recorded in these dispatches follow:

> "1. Kellogg pact—Seeing that in signing the Kellogg pact we have renounced war as an instrument of national policy, will you urge that this principle should be strictly observed in every dispute with other countries without reservations?
>
> "2. Optional Clause—Will you vote and speak in favor of Great Britain signing the optional clause of the statute establishing the Permanent Court of International Justice, by which she would bind herself to take to the Court any justifiable dispute which can not otherwise be peacefully settled?
>
> "3. Pacific Settlement of International Disputes—Will you vote and speak in favor of the British Government accepting the obligation to settle all international disputes by peaceful means?
>
> "4. Disarmament—Will you urge the Government to insist to the Preparatory Disarmament Commission that reduction as well as limitation of all armaments is required of all members of the League, and make definite proposals for this purpose? Will you do all in your power to urge the calling of the International Disarmament Conference in 1929?
>
> "5. Evacuation of the Rhine—Are you in favor of the immediate evacuation of the Rhineland, seeing that in Article II of the Pact of Paris we have undertaken not to seek settlement of international disputes, except by peaceful means?"

TELLING THE BATHING GIRLS

A Liberal candidate for Parliament, Mr. Cuthbert Plaistowe, speaks his little piece on the beach to a tiny fragment of Britain's new body of 5,000,000 women voters.

Among the greatest perplexities which will have to be met both by candidates and party agents, writes Vera Brittain in the Manchester *Guardian*, are the varied and often contradictory programs of organized women. Such variety has, it is admitted, always existed among organized men, but "the majority of politicians still appear to find it hard to believe that women voters are individuals and will not slavishly follow one another to the polls like sheep crowding through a gate." This woman voter continues:

> "Consequently, we still hear much talk of the woman's vote as tho it were a calculated unity, and find candidates who are quite disconcerted when they realize that some women are anxious for the married woman to be free to choose her occupation, while others want her to be forced to stay at home, and that some women believe that the completion of sex equality is the best way of safeguarding a woman's interests, while others fear that concentration on sex equality may unduly delay the coming of social reform.
>
> "It is, perhaps, true that to perceive in the attainment of sex equality the quickest and surest method of securing more tangible objects requires a power of imagination which is common among neither candidates nor their hearers. The typical condemnation of feminism as 'doctrinaire' is based upon the difficulty that all speakers find in explaining to an audience—the ultimate practical benefits of an abstract idea."

GERMANY'S REPARATIONS STAND

GERMANY HAS NOTHING TO GAIN by a failure of the negotiations on reparations, assert various newspapers of that country, some of which would accept any tolerable solution of the problem for the sake of Germany's own financial and economic well-being. The whole reparations row, they claim, has been stirred up by the discrepancy between the diplomatic aims of the creditor Powers and the paying capacity of the debtor nation. Germany is not at all to blame for what some have called her "stubbornness" in dealing with the Allied representatives, for she has no wish to see the negotiations end fruitlessly, remarks the famous *Frankfurter Zeitung*, because such an outcome "would deprive German business and industry of the indirect relief entailed by any half-way endurable readjustment of the reparations burden." In case of failure of the negotiations, letters of credit and bills of exchange, we are told, guaranteed in advance because of the anxieties "inspired by propagandists and agitated individuals," might not so readily return to "ease the German bank situation and the money market." On the contrary, this Frankfort daily remarks: "We should have to look forward to many sales precipitated by alarm until the mood of panic was overcome and the conviction became general that a return to the Dawes plan—which would be the external effect of an unfavorable outcome—afforded every assurance of the absolute maintenance of the government mark at its par value."

Whatever may or may not be the final result, the *Frankfurter Zeitung* is sure that a failure of the negotiations would not only drain the cash resources of the German National Bank system, but there would ensue in consequence a perhaps insupportable strain on German business, so that the wage-earners might have to face distress, and the number of the unemployed would be greatly increased. Even those who set great store by German enterprise, by German business opportunities in the world market, and by German solvency under financial pressure, those who refuse to believe in a possible German economic catastrophe, would be obliged, in case of a failure of the negotiations, to look forward to a less rosy future, and the *Frankfurter Zeitung* adds:

> "No one in Germany has any interest in seeing her on the road to collapse and general lack of employment for the masses, instead of entering the path of slow but steady progress. The latter she would surely find if only there were a half-way tolerable arrangement in sight. For that would mean a more assured confidence, a fresh inflow of foreign credits, with a rise in our productive capacity. There would be an increase of the income of the average man and a relative lowering of fixt charges, the latter representing the foreign and domestic burden imposed by the war upon German industry."

These and many considerations of the same economic kind prove the absurdity of the contention, argues this authority, that Germany wants the negotiations to fail. She has everything to hope from their success. If Germany can make no better offer than her last one it is because she will take the consequences of her attitude—a return to the Dawes plan as the lesser of two evils. This point is made also by the *Leipziger Neueste Nachrichten*, which, like the Frankfort daily, thinks Germany has the unofficial support of American "high finance." Wall Street, it feels, realizes the validity of the German proposition to pay what Germany is able to pay and that she has no capacity to pay these newly calculated annuities for the periods required: "Such burdens for such a period can not be even discust by us, even if we were accorded the best of guaranties."

WHEN TOKYO'S VOTERS "TURNED THE RASCALS OUT"

A STRIKING PARALLEL to the workings of American politics is seen by some in the spring municipal elections of Tokyo, which were brought about by scandals that led to the arrest of a number of the Municipal Assemblymen, the resignation of the Mayor, and the break-up of the Assembly. That there was "something rotten" in the Imperial City was known for a long time, we are told, altho apparently the people remained indifferent. But when once the upheaval came, it seems, the cry for reform was raised in no uncertain tone, and it had more effective results, various writers point out, because the whole manhood of Tokyo, now entitled to vote by the Universal Manhood Suffrage Act of 1926, was roused into an exercise of their right in order to turn out the old political gang. Through the press, campaign documents, and demonstrations by reform organizations, the whole city, we are told, was stirred to united effort, and now, while there is no tendency to exaggerate the significance of the election, Tokyo's hopes are high. Press reports indicate that the new assemblymen are considerably younger than their predecessors, and are not professional politicians. They are registered, it appears, from divers occupations such as medicine, literature, education, commerce, and retail trade. What is more, we learn that for the first time in Japanese history there is a labor group in the Tokyo Municipal Assembly, for six out of Labor's twenty-two nominees were elected. All in all, hopeful observers see Tokyo making a marked stride toward decent government in this election. On the other hand, there is a distinct lack of enthusiasm in some Tokyo newspapers, as, for instance, *Nippon*, which says in a sour-grape tone:

"Municipal reform was the watchword of all candidates, and the phrase was invariably quoted at every meeting. It was argued that personal worth was the indispensable condition for reform, or that the manner of administration was more important. Proletarian candidates valued manner more than personal worth, and they identified their election with reform.

"The prevalence of this idea was due to the movement of papers indulging in the catch-fancy policy; they strove to represent proletarian candidates as rising influences and contended that their election would not fail to bring about reform. The six proletarian representatives owe a great debt of gratitude to these 'fashion' papers. We do not condemn the arguments of proletarian parties and their supporting papers as illogical, but the election of their representatives is not an effective means for municipal reform.

"The participation of the six proletarian representatives will be helpful in the processes of reform. Assemblymen number eighty-four, of which twelve will be sent to the Municipal Council and one of the six proletarian representatives is entitled to have a seat in it. The Council is an executive organ, and its voice will influence practical business. It will effectively prevent others from gain-seeking and objectionable undertakings, but at the same time we can not be free from anxiety as to whether its arguments will obstruct the progress of municipal administration detrimental to the development of the city. This reform is fraught with danger.

"Tokyo is the Imperial city, its relations with the Imperial House are close, and its fame and prestige must be carefully defended. The citizens are regarded as the advance guard for the permanent safety of our fundamental national principles, but the election of six proletarian representatives who cry down patriotism and ridicule those principles interferes with this great duty of the citizens. In consequence of their election Tokyo is standing between the deep sea and the devil."

Another Tokyo newspaper which loses no love on the "proletariat" is *Yamato*, which remarks that people seem to take an optimistic view of the reorganized Municipal Assembly, because the majority are "new faces."

From *L'Illustration* (Paris)

WOMEN WORKERS FOR TOKYO'S REFORM ELECTION

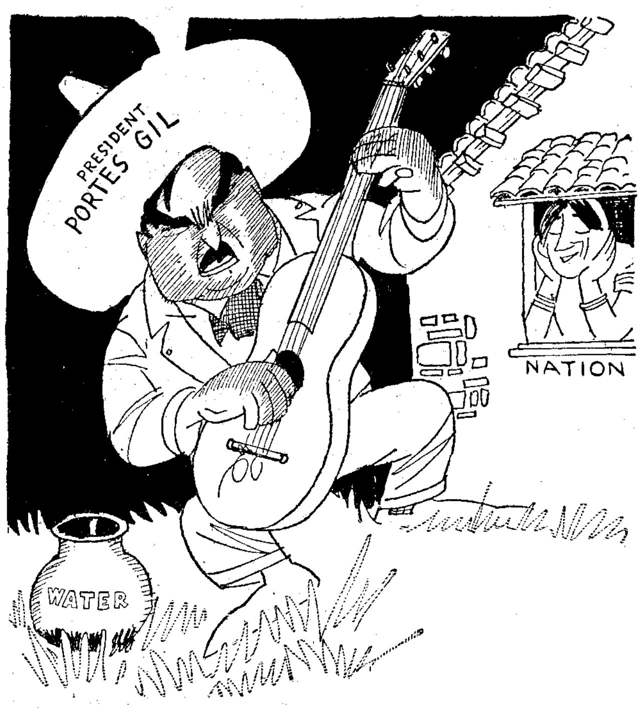
From *L'Illustration* (Paris)

"THE DAY OF PURIFICATION IN MUNICIPAL GOVERNMENT"

Japanese fighters for clean government in Tokyo at a demonstration in the city's famous Ueno Park.

MEXICO'S WAR ON HARD LIQUOR

WITH HIS RIGHT HAND, proudly cry his champions, President Emilio Portes Gil has dealt sledge-hammer blows against the rebels that threatened to overthrow his Government; and with his equally mighty left, we are told, he started a personally conducted war against what is called "Mexico's most persistent enemy, alcohol." When President Portes Gil took office, we are reminded by certain Mexican newspapers, it was recalled that during his term of office as Governor of the State of Tamaulipas, partial prohibition was successfully enforced. But nobody, it seems, thought that the short term of one year between his provisional election last November, and the formal Presidential election due in November, 1929, would see him attempt to convert the whole Mexican people to the benefits of temperance. His courage as well as his tact are everywhere praised by Mexican editors, and special stress is laid on the fact that his campaign does not mean prohibition is to be "established by law or sustained by force." Educational work on the evils of hard liquor, and government support for sports and outdoor recreation are said to be the main curative features of his plan, and Mexican newspapers note it was explicitly put forward in a speech delivered in Colonia Moralos, late in April, in which he said:



THE NEW MEXICAN SERENADE

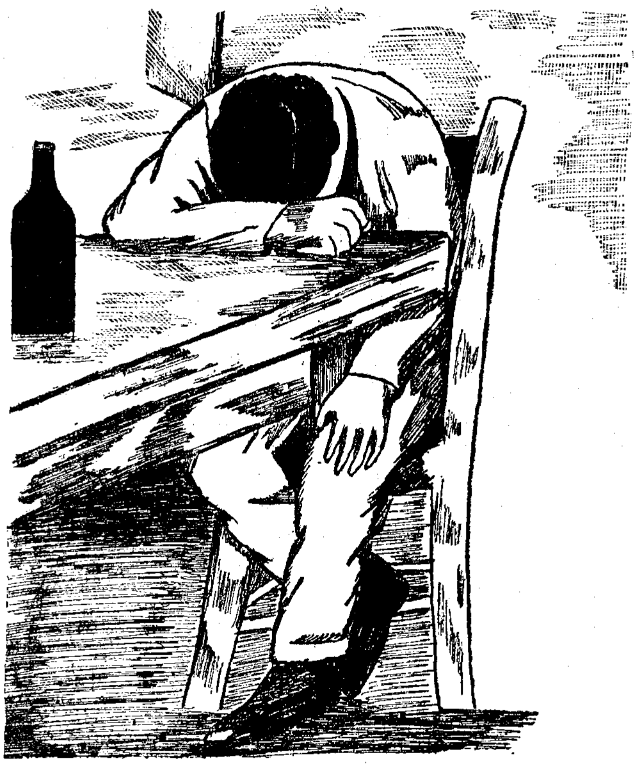
President Portes Gil sings a "dry song" to the nation.

—*Excelsior* (Mexico City).

> "The campaign against drunkenness will not involve punishments nor force. To do away with liquor, we shall not fill the jails. Our campaign is one of persuasion. We will carry to the humbler classes the conviction that hard drinks are harmful for them, for their families, and for the nation as well.
>
> "The Government is actively engaged in opening popular and civic clubs where the people may learn, find friends, and improve themselves. These clubs will be educational in both a material and a moral sense. They will be taught how to raise their standards of living, how to secure more gainful occupations, and how to broaden their minds. Day by day, week by week, persistent efforts will be made to convey to their minds the evils of hard drink. When the curse of alcohol disappears, Mexico will be really free and ready to forge ahead. We not only want to be a people strong physically and morally, but also a people free from vices."

The press of Mexico from one end of the country to the other, it would seem, applauds the Portes Gil program as the only practical way in which Mexico may reach a prohibition "heaven" at some future date. Rather bluntly, the Mexico City *Excelsior* declares:

> "We really believe that no people on earth suffer more from alcoholism than the people of Mexico. It is because we have here an institution which does not exist anywhere else: the *pulqueria*. The *pulqueria*, where *pulque*, our 'national drink,' is sold ridiculously cheap, is the curse of Mexico and its workers. *Pulque's* deadly effects on the human system are so well known that we shall not stop to recite them again. Suffice it to say that *pulque* simply converts a man into an idiot.
>
> "The European who drinks wine or liquors finds in them vital help and a tonic, because they come from sources known for centuries. Wines are beneficial. Their immoderate use produces evil effects, but when taken with moderation they form a substantial part of the human diet, strengthen the system, and stimulate activity. Only a very small minority abuse wines. The large majority of Europeans drink moderately to benefit their body without evil effects.
>
> "The persuasion campaign now started will be very beneficial. Prohibition, as understood and practised in the United States, would only bring the same effects of disrespect for law and the same ineffectiveness.
>
> "We must speak up clearly. Our task is to carry into the humbler mind the truth that while we have upon us the curse of alcoholism, which degrades and debilitates, we shall continue to be the real sons of this paradoxical land of ours: 'The richest country on earth, inhabited by the poorest people on earth.'"



"THE DRUNKARD PAYS"

One of the educational posters of Mexico's temperance campaign.

An inside view of liquor conditions in Mexico is provided by the Mexico City *El Universal*, which assures us that the great evil of drink in Mexico is "the extent of adulteration," for, in order to make enormous profit, "importers, distillers, and manufacturers give us unspeakable products which ruin our health and our lives." Yet, this newspaper goes on to say:

> "We must not judge the several aspects of the question with exaggerated puritanism. Wine, when good, is good. A totally abstinent people is a decadent people, since it ignores what joy means. The people that drink are jovial and fearless. The ultra-prohibitionists are hypocritical and sad. It suffices to

look at the 'grape-juice' generation now raised in the United States to realize the impossible farce of the Volstead Law.

"The Government should punish severely the manufacturers of bad drink. This, combined with persuasion, will work wonders. On one hand, the whip for all those that enrich themselves by adulterating beverages. On the other hand, the educational campaign for those likely to suffer from hard drink. This is really a worthy goal."

Approving echoes of the opinions voiced by Mexico City dailies may be heard in the press of various States of Mexico. Thus *El Democrata*, of Sinaloa, observes:

"There is no doubt that the call of President Portes Gil strikes at the root of Mexico's worst enemy. We approve the plan with great enthusiasm, not only because of its ultimate effects but also because of the means advocated. It is not a question of forcing a dry law against the will of the people, with bitter punishments for violators. This could never be done. As it stands, it finds a responsive echo in the hearts of the people."

Says *El Informador* of Guadalajara:

"Prohibition serves only to add an inducement to the pleasure derived from drinking. Such has been the case in all countries where Prohibition has been given a trial, only to be discarded. It is only by removing the opportunity of getting drunk and by educating the masses to the disadvantages of drunkenness that we shall succeed in our present endeavor."

El Diario de Yucatan, of Merida, sees in Mexico's experiment a step in the right direction, and adds:

"The conviction that we have a powerful enemy in our midst is at last spreading among all classes. Let everybody, and specially the women and the younger generation, start a persistent educational campaign in every home, and the results will be surprizing. This is a war in which all Mexicans will gladly join. Credit must be given to the Executive for the sensible view taken on a question so important for the welfare of the Mexican people."

NEW CENTRAL EUROPE "JES' KEEPS ROLLIN' ALONG"

THE FIRST TEN YEARS of the war-born States of the new Central Europe may have been the hardest, it is admitted, but found them not so long ago celebrating their decade of independent existence, and telling the world that they are going right on to keep their freedom just as they made it theirs through their own efforts. This declaration was inspired evidently by the conventional jibes of writers in the lands of their former masters to the effect that the new Central Europe is merely a group of pawns put into play for the purposes of the victorious Allies in maintaining their power on the Continent. The claim, of course, flagrantly overlooks the fact that the States of new Central Europe could never have come into existence if the Allies had not defeated the Central Powers, and if there had been no such tremendous readjustment as the making over of Europe on new lines by the Peace Conference. That incontrovertible fact is stated in the text of the various peace treaties, it is plain, and only the political exuberance of a tenth anniversary, it may be noted, could overlook it. Nevertheless, that these new States have shown remarkable stability during their first decade is claimed by no less an authority on Central Europe than Edouard Benes, Czechoslovakia's Minister of Foreign Affairs, who is willing to admit, however, that they have not succeeded in solving all their home problems. He concedes also that the point of view of various onlookers must differ with his, and in the *Journal de Genève* he tells us why.

"There is no doubt that those whose mental horizon is still that of pre-war years will look upon the new order with unfavorable eyes, because the years before the war witnessed a mixture of moderate feudalism, personified in the dynasties of Hapsburg and of Hohenzollern, and of modern nationalism, exprest in an imperialism wearing an economic mask, and in a political absolutism scarcely concealed in the shape of sham constitutional structures.

"On the other hand, it is no less certain that a judgment based on the democratic view of the growth of the European nations and of world politics in general, a judgment that sees in the universal catastrophe from 1914 to 1918, and in its train the working of democratic and progressive forces, will be at once positive and favorable."

Mr. Benes then tells us that he would like to insist on the fact that the new Central Europe is the political expression of a national idea just as Germany and Italy were in the second half of the nineteenth century. Another case he cites is that of the Balkans which, he reminds us, after hundreds of years, shook off Turkish sovereignty and developed a system of national independent States. The reason he is insistent on this point, which he considers both basic as well as evident, is that there are those who try, even ten years after the war, to show that the new Central Europe is merely a new grouping of political forces that came into being through the victory of the Allies and the defeat of the Central Powers. Or, to put it in other words, he argues, they would have us believe that the new Central Europe is "a sort of artificial structure of use only to the interests of certain Powers." Nothing falser could be said, he declares warmly, because there wouldn't have been any new Central Europe except through a fundamental stirring of the nations that make it up, through a series of revolutions and uprisings. He mentions especially the Austro-Hungarian peoples, without whose rebellion the new body of States could not have been born, for—

"During long years they had vainly struggled to reach national and cultural development in the framework of the Hapsburg monarchy. But its absolutist and reactionary spirit had stifled the vital forces of nations that were growing ripe for independence and also of the democratic forces that were knocking at the door with persistence."

In this sense, Mr. Benes admits, new Central Europe is plainly only a stage in an evolution which tends toward the final destruction of the old system of absolutism and oppression of the nations. It is true also, he avers, that the general conditions present at the end of the war could not fail to have their influence on the formation of new Central Europe, but—

"The general traits of the new system and the form it took must be credited after all to the will of the peoples themselves. Lately, nearly all these peoples celebrated the tenth anniversary of the historic events of 1918. Everywhere they declared flatly that the independence they have tried so hard to solidify during the last decade, and which they will never yield to anybody, is due to their own efforts, and that they are determined to keep up such efforts in the future.

"Certainly they did not give anybody reason to think that the new order is based on anything but the will of the people, and that they have the courage to keep on going ahead. Nor may any one impute to them an inclination to turn back to the old order. The Czechs and the Slovaks, the Ruthenians, emancipated from the Carpathians, the Roumanians of Transylvania, now joined to their true fatherland, and the Poles who restored their own State which had been cut up into three sections, all consider the new system the expression of their political will and a sign of sure progress."

In his opinion, Mr. Benes goes on to say, the truth of this statement is in no wise affected by the political difficulties experienced by each of the new States during the past ten years or at present. He calls attention to the fact that not a State in Europe but has had to face serious problems, domestic, political—especially economic—social and moral, which resulted from the upheaval of four years of war. As to the States of Central Europe, he adds, it must be noted that they had also to find a way to "unite lands and peoples once living for many years, and even for centuries, under different governments and régimes, and at times under the influences of cultural and social systems diametrically opposite." Poland, he reminds us, had to unify those Poles who for a century and a half had been governed either by German or Austrian rule. The Roumanians had to rejoin their brothers of Transylvania, and the Slovaks had been living "under a foreign yoke for a thousand years."

FUNERALS THAT KILL THE MOURNERS

THE DEATH OR ILLNESS of several eminent personages in Europe, all apparently due to exposure at funerals, has been widely commented on in the press. The fact that in each case human life has been endangered without important results, but simply in obedience to a rule of etiquette, seems to have made an impression everywhere. The Springfield *Republican* comments editorially as follows:

"The death of Ambassador Herrick as the result of illness contracted at Marshal Foch's funeral, the catching of a severe cold by General Pershing, through walking bareheaded at Mr. Herrick's funeral, and the recent illness of King George because of exposure at the tomb of the Unknown Soldier, all emphasize the point that local ministers and undertakers have been making for some time, that the convention of uncovering the head out of respect for the dead should be disregarded when there is risk attaching to it. It has long been recognized that heavy colds, sometimes fatal, frequently follow funerals held on stormy days.

IN FIVE DAYS THE AMBASSADOR WAS DEAD

Ambassador Herrick (with the broad ribbon across his breast) marching bareheaded at Marshal Foch's funeral, in Paris, on March 26. He caught cold, and died on March 31. General Pershing then caught a severe cold at the funeral of the Ambassador.

"Both Catholic and Protestant clergymen are seeking to break down the custom of uncovering the head in inclement weather, but so instinctive is the desire to pay honor to the dead that hats are apt to be taken off in spite of the warnings of both minister and undertaker.

"At a recent large funeral the undertaker requested the bearers to keep their hats on at all times except when the coffin was being carried from the house. But one of the local funeral directors says that when weather conditions are bad, the bearers are asked to wear their hats even then.

"Undertakers appreciate that many colds are contracted in cemeteries when men stand with bared heads in a chilly wind. They are unused to such exposure and suffer from it, whereas the undertakers, being accustomed to it, suffer no ill effects."

The Kirkwood (Mo.) *Monitor* thinks that these facts might be called to the attention of school and college young people who enjoy going without their hats through cold weather:

"They will say that they are young and vigorous, and can stand exposure that would be the end of some elderly person. Also they seem to think that going without their hats toughens them, and makes them better able to withstand cold. The custom of wearing hats was adopted by the human race because people felt that their heads needed covering, particularly in cool weather. Considering how easily a sudden chill may cause one to contract a severe cold, this custom still looks good."

Surgeon-General Hugh S. Cumming, of the U. S. Bureau of Public Health, is thus quoted in an interview printed in the New York *Times:*

"Tho I do not see just how it can be done at the present time, I hope that public men can be saved from undue exposure at solemn and ceremonial occasions and when making addresses out-of-doors.

"One of the best organized bodies in the world has taken the precaution to see to it that their members have some head covering during out-of-door ceremonies. Yet during the recent inauguration, the rain beat on President Hoover's face to such an extent that a sympathetic observer with a flair for quips was moved to remark that while Mr. Hoover ran on a dry ticket, he certainly looked wet."

Finally, Idwal Jones, writing in the New York *American*, is responsible for the following rather caustic comments:

"Looking back through the mist of years—toward 1905 or so—I recall that a winter funeral of any importance boded no good to the aged in our New England vilayet. The sequel was always disastrous.

"The old-time funerals devastated the ranks of octogenarians, and helped foster the legend that they were a particularly delicate species of mankind. As if any man, drest in Sunday clothes and riding in an open buggy, exposed to glacial blasts or sluiced upon by chill rains that soaked him to the marrow, did not take his life in his hands. It has been over a decade since I have heard a mourner being taken off as the result of exposure. They go shielded in automobiles.

"But not in France. The French are civilized in ways, and they are curiously barbaric in a few—notably in the matter of funerals. The social law with them, cast in letters as hard as adamant, is that the funeral cortège must be afoot.

"To ride in a carriage or motor-car would be such a scandal that no one has yet dared to attempt it. *Honneur aux morts!*

"To show the proper respect the mourners, even the most feeble, must trudge the dreary miles to the cemetery. Tho a hard-headed, bright and energetic people, with a passion for automobiles, they tramp hour after hour to the Golgotha with never a complaint.

"In some instances it is a cruelty. I had an opportunity one time of marching in a Parisian funeral of the first dimensions. The rain came down in cataracts.

"After the service at the Madeleine the cortège set out for Père La Chaise—a terrible way off. Over a thousand women were in the procession—stepping in the mud, with feet shod in pumps, high-heeled shoes, Congress gaiters—but never a pair of rubbers.

"This friend of mine who had managed the whole affair, said to me on the steps:

"'I don't feel like walking. Let's take the subway.'

"So we did. Got off at the Metro Station of Père la Chaise, and we stayed at a cosy little café until the cortège hove into sight. That was how we both escaped pneumonia."

A TELEPHONE WITH A MEMORY

IMPROVEMENTS IN POULSEN'S Magnetic Phonograph, invented in Sweden nearly thirty years since, have made it possible not only to use it for retaining and reproducing telephone conversations, but to transmit such conversations at high speed, slowing them up at the receiving end so as to make the words intelligible. The uses of this instrument are described in *L'Ami du Peuple* (Paris), by a contributor signing himself "H. C.," as follows:

"You have an important telephone message of 9,000 words to send to your London agent; 9,000 words at the rate of 150 a minute would take an hour. Your message will cost you dear, and you may easily be cut off before your hour is up. But happily you have a mnemophone. Calmly seated at your desk you dictate for an hour to an unrolling wire. Then you get London, and in ten minutes your wire passes before the telephone.

"Your correspondent in London sets his receiving bobbin at the same speed. He gets your message at 900 words a minute, at which speed the words are absolutely inaudible. But, no! Your correspondent has only to unwind his wire before a detector at the proper speed to be used by his stenographer. And you have paid for ten minutes of talk instead of for an hour!

"The mnemophone—the 'telephone that remembers'—is due to the labors of Dr. Stille, a German scientist, who has succeeded, by means of the magnetic waves emitted by a microphone, in impregnating permanently a steel wire, as slight as a violin string.

"About 1900, Poulsen, a Swedish scientist, went so far as to record and reproduce sounds by utilizing the residual magnetism of a mass of steel. The principle is as follows:

"If we cause a thread of steel of special composition to pass through the magnetic field of an electro-magnet connected with a microphone, the emitted sound-waves produce variations of intensity in the field, which deeply modify the equilibrium of the molecules of the steel thread. The sound is not inscribed on the metal as with the phonograph, but is incorporated in the very mass of the steel.

"If now we again pass the steel wire before the electro-magnet, provided with a loud-speaker, the molecules will be caused to vibrate in appropriate phases so as to reproduce the recorded sounds. The metal 'with a memory' gives out these sound-waves as often as desired, until they are 'erased,' as on a blackboard, by varying the intensity of the current. A new molecular equilibrium is then set up in the steel, and it may thus be used as often as desired.

"The great improvements made by Dr. Stille consist in the following things. Poulsen made steel threads whose 'molecular memory' did not last more than two or three days, during which the recorded impressions could not be erased. To-day, thanks to the German scientist, his mnemophone can reproduce ten years later a recorded conversation, and at the same time 'forget' any part of it that is not to be retained."

HEAVY AIR IS REALLY LIGHT—It is one of the curiosities of language, says Charles Fitzhugh Talman, in his Science Service feature, *Why the Weather?* (Washington), that people commonly speak of the air as "heavy" when it is actually lighter than usual. He goes on:

"This expression is applied to air of high relative humidity—muggy air—which is lighter, volume for volume, than dry air. Moreover, the air is, in general, most likely to be in this condition at times of low barometric pressure, which, in itself, is a cause of diminished atmospheric density. The late Prof. Cleveland Abbe once wrote: 'It is a common idiom to speak of "a heavy atmosphere" when smoke settles down to the ground, or when heavy clouds form low down and threaten to rain; so also we speak of "dull and heavy weather" when we are conscious of a feeling of oppression. In this use of the word "heavy" we attribute to the atmosphere something that really belongs to ourselves.

"'When the smoke falls or the clouds drop rain, it is not the air that is heavy, but the thing that falls. If we experience an oppressive feeling, it is our nervous system that is slightly deranged; the oppression is not a matter of weight, but is a complex physiological phenomenon.'"

INHERITANCE OF BEAUTY

IS BEAUTY INHERITED? Yes and No: it all depends upon what we mean by beauty, says Dr. H. H. Goddard of Ohio State University in *Eugenics* (New Haven). Beauty as an abstraction, or beauty as a method of behavior, probably is not inherited, Dr. Goddard asserts. Beauty as physical features and proportion probably is inherited. He goes on:

"What do we mean by beauty? The proverb says 'handsome is as handsome does,' and on that view, many would decide at once that it is not inherited, since we do not inherit what we do, but what we are. However, we could find a difference of opinion here, based upon a different understanding of how the word was used.

"If by beauty we mean having certain proportions and contours, we would probably be inclined to agree that it is hereditary; here again, however, we find that close analysis runs us into difficulties.

Photograph by Underwood & Underwood

KING GEORGE BAREHEADED IN THE RAIN

On last Armistice Day at the Cenotaph. It was this exposure, it is said, which brought on the pneumonia that imperiled his life.

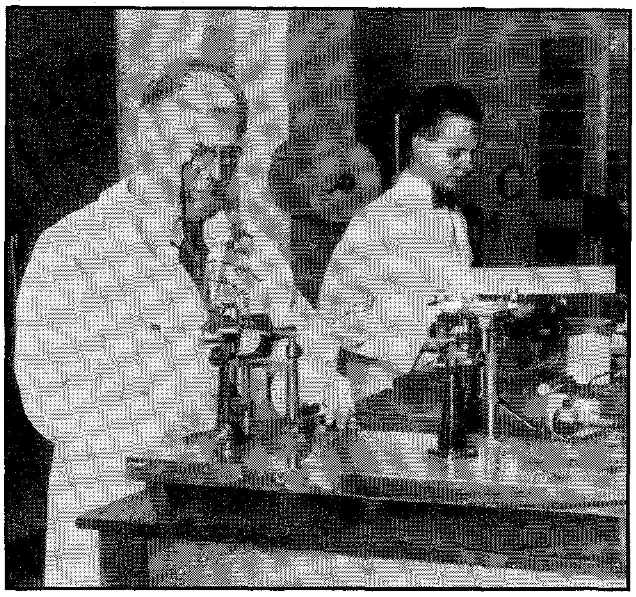
"Beauty as an abstraction, or beauty as a method of behavior, probably is not inherited. Beauty as physical features and proportions probably is. May we then generalize from this that what is inherited is physical? We can inherit bone, blood, muscle, tissue, organs, nerves, because as the biologist tells us, there are determiners and chromosomes for all these. We can not inherit goodness or badness, for these are only ways of acting, and there is no determiner for a way of acting. But, some one replies, 'actions depend upon muscles, and muscles are inherited; therefore, the way we act depends upon the kind of muscles that we have inherited.'

"That is perfectly true, and to the extent that behavior is the result of the kind of muscles inherited, to that extent we may for convenience say that behavior is inherited.

"Pessimism is not inherited, but a physical constitution that requires pessimism as its result is inherited, and hence for brevity's sake, if it is clearly understood by all, we may allow the phrase 'inherited pessimism,' just as we allow the use of the terms sunset and sunrise, altho scientifically they are incorrect."

DO PLANTS HAVE A PULSE?

YES! ANSWERS SIR JAGADIS BOSE, Hindu scientist, whose conclusions, taken from his recent book on "Plant Autographs," were quoted recently in these pages. Many botanists in other countries, however, have never fully accepted Sir Jagadis's reported results, as indicated by the letter from Professor Pierce, of Stanford University, quoted in these columns about a year ago. And now Dr. G. A. Persson, who has repeated Bose's experiments in his own laboratory, reports in *The Scientific American* (New York, May) his complete failure to obtain any of the results described in Dr. Bose's book. Writes Dr. Persson:



"HIS EMOTIONS RAN AWAY WITH HIS REASON"

That is the verdict of Dr. G. A. Persson on the claim of Sir Jagadis Bose that he found pulse-beats in plants. Dr. Persson is seen here with the apparatus which he used in his tests.

"If you should ask me to give you with directness and brevity my views of the findings of the eminent Indian investigator, I should hazard the opinion that they represent what psychoanalysts call a 'wish fulfilment.' In plain language, I am forced to the conclusion that Sir Jagadis found heart-beats in his plants, because he wanted to find them there.

"My attitude toward the distinguished Indian savant is one, on the whole, of respectful admiration. I acclaim his thirty years of inspired investigation into the dark places of plant life, upon which he has thrown much light. But I do feel that in the conclusions he has reached in his latest book he has allowed his emotions to run away with his reason.

"What this well-known master of plant lore has proved by a great many able experiments is that plants respond to stimulation just as animals do. He has found that their growth and vitality depend, like ours, upon the quality and quantity of the nourishment they obtain; that they can be poisoned and deprest, stimulated and revived by drugs and similar substances, exactly as we are—in a word, that they are in many ways creatures like ourselves.

"In 'Plant Autographs and Their Revelations,' Sir Jagadis explains what one English editor, himself a well-known scientist, terms 'his crowning achievement,' the discovery that 'sap in the plant is propelled by a mechanism which is essentially similar to that which maintains the circulation of the blood.' He describes many of his own experiments which, in his opinion, make good this claim, and offers numerous illustrative diagrams showing the curves or electrically drawn records produced by the plants themselves by means of what he calls their 'pulsations.'

"There is no denying the close apparent similarity between these diagrams of the pulse of plants and the cardiograms, or electrically made autographs of the human heart-beat, which the modern doctor turns out daily for his patients. Is this similarity merely one of external appearance, or are the causes behind the records in the two cases also similar in kind?

"We set about our experiments with the idea of recording the pulsations described by Dr. Bose as occurring in the stems of plants, due to the sap flow; also of measuring the changes produced in these pulsations by treatment of the stems with various drugs and preparations. In spite of the most scrupulous care in carrying out the technique we found ourselves utterly unable to produce the effects we looked for, or to discover anything in the nature of rhythmical pulsations in the living plant tissues.

"Time and again we repeated the experiments, using apparatus of far greater delicacy than that described by Dr. Bose, but without obtaining the ghost of what we could regard as a genuine pulsation. We finally came to the conclusion that the facts, as we found them, should be given to the public.

"Our experiments were made both with leaves taken from live plants and leaves still attached to living plants growing in pots. They were carried on indoors and out-of-doors, by day and by night, and under greatly varying conditions of temperature and light."

Dr. Persson then presents seventeen graphs, showing the curves he obtained in his experiments. The variations exhibited on these curves are slight and too faint to reproduce well here. They show little or no regularity or "beat" like a pulse. He says of them:

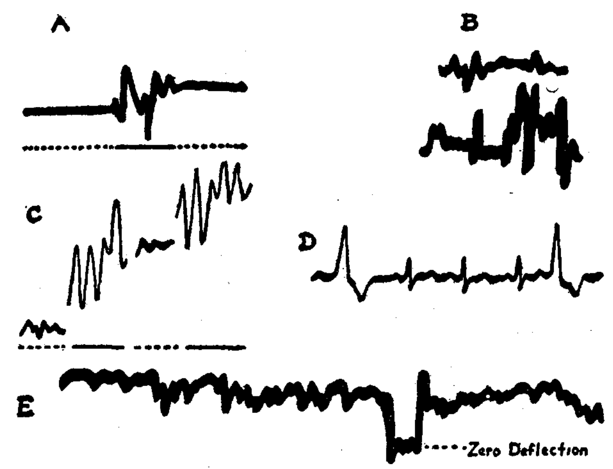
"All the marked or heavy deflections or zigzags in the curves shown were caused, not by spontaneous activity on the part of the plant, but by some action of ours, some change introduced into the conditions by one of us. For example, every time the probe point was advanced a fraction of an inch it penetrated new tissue having a different electric potential, thus causing a slight flow of current in the circuit and a corresponding dip in the curve recorded on the film.

"Some of the curves are more tremulous or wavy than others. These records were taken out-of-doors, and we believe that disturbances in the air and vibrations of the soil may possibly have had something to do with this.

"It is possible also that the wilting of the leaf caused small contractions of the stem, which would move the tissues of the plant little by little in causing a series of minute deflections in the galvanometer.

"Be this as it may, we found that, as we went along, our curves became more and more like straight lines, except for the breaks or dips caused by something we did to the plant or the apparatus. We began to suspect after a while that this was due to an improvement in our technique, and made a number of experiments to learn if this were the case. We finally satisfied ourselves that it was.

"By taking the greatest care not to go near the apparatus unnecessarily; by moving, when we had to move, as softly and as far away from the instruments as possible; by improving the insulation of the conductors; and by taking other precautions indicated by our tests as likely to prove helpful, we were able



Courtesy of *The Scientific American*

PULSE-BEATS—OR SOMETHING ELSE?

Dr. Persson calls them "five interesting exhibits": A. Effect of irrigation. B. Poor technique. C. From Sir Jagadis Bose, "Plant Autographs and Their Meaning," reproduced by courtesy of the Macmillan Company. D. Cardiogram, reproduced from Bishop, "Heart Troubles," by courtesy of Funk and Wagnalls. E. Curve produced by lamp-wick in cabbage juice.

practically to eliminate the waviness, or what Dr. Bose would call the 'pulsations,' from our later films. Curves made by starting the apparatus and then leaving the room for an hour or more at a time, locking the door to keep out intruders, resulted in straight lines with no sign of any pulsation.

"A test made with a circular lamp-wick was carried out as a check, and in order to see what would take place in the case of a loosely woven column of non-living material saturated with a liquid of approximately the same density and chemical character as the sap of the plant. We allowed the wick to stand in a beaker containing juice squeezed from a fresh cabbage leaf, and connected it in circuit exactly as we did the plant stem. The curve resulting from this seemingly indicated a vigorous heart-beat. The heavy dip in this curve was caused by our testing the galvanometer deflection for a moment, and the wavelike character of the rest of the record was probably due to irregularity in the capillary flow at the point immediately adjacent to the probe tip.

"Now, had we selected certain parts of this curve, we could have presented something very like the curves published by Sir Jagadis, but it seems to us that the only truthful way in which to report an experiment of this sort is to give every curve in its entirety, as we do in all cases. To pick spots that fit in with one's theories is, to say the least, somewhat misleading.

"In conclusion, I wish to draw attention to Dr. Bose's deep conviction of the essential unity of all life, a conviction which he himself voices in no uncertain terms, and which is implicit in much of the philosophy of India, his native land. This attitude of mind may have unwittingly colored the conclusions he draws from his experiments.

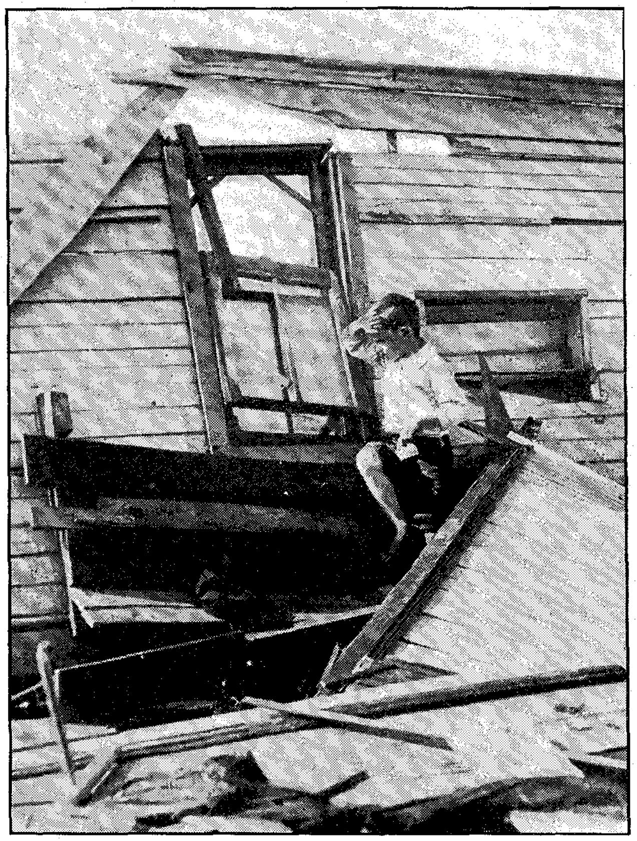
"It will be left to those who have read thus far to decide for themselves whether or not this trend may have been the father to the finding; and if the philosophic theories of the Indian writer may not have influenced his scientific judgments."

ALCOHOLIC GOLDFISH—Alcohol and sugar is the diet fed for thirty hours to goldfish in a laboratory at the University of Illinois, we are assured by *The Daily Science News Bulletin* (Washington). It says:

"And the scientists proved by actual measurements that the goldfish so fed lived at a greater rate than their brothers who had sugar alone. At least, the process by which the goldfish turned sugar into body energy and heat was on a speedier level, judging from the much greater amount of sugar they used in the thirty-hour period, compared with their dry brothers who dieted on sugar exclusively. The experiment proved that alcohol can serve as food as well as quench a thirst, according to a report made to *Science*. It has been known for some time that alcohol served one function of foods, that of being oxidized in the body to give rise to heat and energy. The goldfish experiment, carried out by Prof. W. E. Burge, L. D. Seager and D. J. Verda of the department of physiology of the University of Illinois, proved that alcohol also can perform another function of foods, that of increasing or stimulating the body's conversion of food into heat and energy. This process by which the body turns food into heat and energy is called metabolism. In scientific terms, what the alcohol does is stimulate the sugar metabolism of the body. Fats and proteins are also capable of stimulating or increasing metabolism. Alcohol is almost as good as fat and protein, the goldfish experiment showed."

TORNADOES IN LARGE CITIES

THE SKY-SCRAPER ZONE of a large city has not, so far, been visited by a tornado. Devastating winds this month and in April have claimed scores of victims and destroyed fortunes in Virginia, Florida, Alabama, Georgia, Arkansas, Tennessee, Maryland, Kentucky, South Carolina, Pennsylvania, and Ohio. But the storms have kept away from metropolitan centers, and history shows us that when cities have been struck the business centers have escaped, according to Charles Fitzhugh Talman, in his Science Service feature, *Why the Weather?* (Washington). This spring's tornadoes have served as a reminder of the perennial danger to humanity from high winds. Especially shocking have been the cases of the children killed in the destruction of a Virginia school, and the prisoners who met death when two walls of an Ohio jail were blown down. Says Mr. Talman:



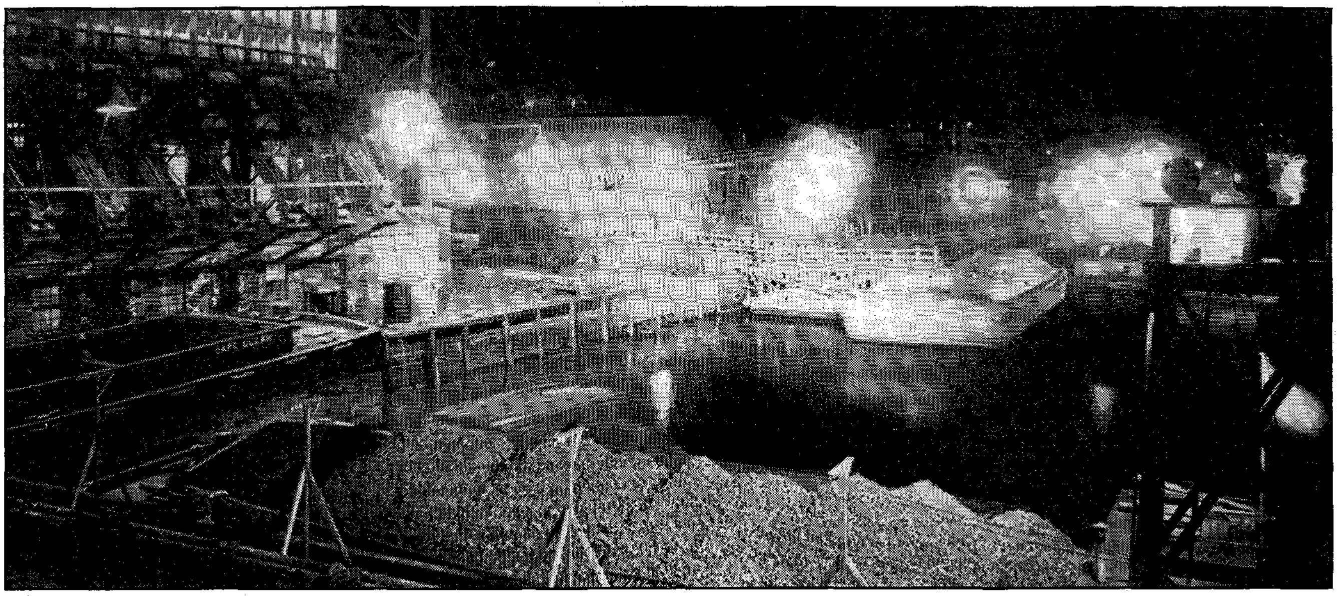
International Newsreel photograph

WHAT THE TORNADO LEFT OF HIS HOME

"Tornadoes are not confined, as many people suppose, to a 'tornado belt,' vaguely located somewhere 'out West,' but occur over an immense area of the North American continent. It is rather remarkable that a tornado has never struck the sky-scraper district of a big city. If one should do so, it would probably take an immense toll of life and property. Several big cities have been visited by tornadoes that have providentially kept away from the business centers. St. Louis has experienced two great tornado disasters. Omaha had one very disastrous tornado and another that did only moderate damage. The Kansas Cities have suffered twice from tornadoes that destroyed life and property. Louisville experienced one tragic tornado disaster and another that damaged property. Chicago was damaged by a tornado in 1896, and in 1920 two of these storms occurred in that city within an hour of each other, both destructive to life and property. Several tornadoes have occurred in the District of Columbia, and one of these wrecked scores of buildings within a mile of the Capitol. Philadelphia has had three tornadoes, two of which were attended by loss of life. Indianapolis, Minneapolis, and St. Paul have all had tornado experiences."

The appearance of the Western sky that heralds an impending tornado is so striking and so sinister, says Mr. Talman in a later article, that it seldom fails to arrest attention. He goes on:

"The clouds are strangely colored; jet black, greenish or purple where dark, but often mingled with steam-like grays and whites. The characteristic that especially distinguishes them from the familiar clouds of an approaching thunder-storm is the wild turmoil into which they are thrown. Many observers tell of seeing two cloud masses approach and meet; one moving from the southwest and the other from the northwest. On coming together they break up into smaller portions, which dash pell-mell over one another and in every direction; now darting toward the earth, now rushing upward, until in their midst appears the advancing column of the tornado itself. There are many variants of this picture. Indeed the tornado in all its stages has been described in such diversity of language by different eye witnesses that a mosaic of their narratives would eclipse Southey's rime about the cataract of Lodore. Reference is often made to rolling masses of black clouds resembling soft-coal smoke. Luminous appearances of various kinds have been reported. Some are evidently the glows of lightning, but others remain unexplained."



Courtesy of the Edison Lamp Works, Harrison, New Jersey

"MAN WORKS FROM SUN TO SUN"—AND THEN KEEPS RIGHT ON WORKING BY ARTIFICIAL SUNS LIKE THESE

TURNING NIGHT INTO DAY

THE WIDE EMPLOYMENT of floodlighting in railway yards and in and around industrial plants is described in an article under the above heading, contributed to *National Safety News* (Chicago). Such floodlighting, the writer tells us, has now been placed upon so scientific a basis that it has become of importance both in the promotion of work, the protection of property, and the preservation of life. He goes on:

> "The development of modern floodlighting began under the extraordinary conditions of war times. Adequate illumination over large areas was essential to the forced production of war materials, and incendiarism and the infernal machine were ever-present dangers that lurked in darkness.
>
> "Pictures out of those times show industrial plants as hives of activity surrounded by brilliant streams of illumination cast along their borders by powerful spotlights. Bridges and other pivotal points in transportation rested safely as centers of white in the midst of darkness. In shipbuilding yards and other points where gangs of many men labored in the open, a multitude of lights spread their beacons more or less effectively over wide spaces.
>
> "Such necessity for almost universal night work has passed away, yet there are still times when the night shift must be on the job; and there are many small activities in construction work, in mining and quarries, and among the duties of the public utilities where some kind of floodlighting is required.
>
> "Probably the best example of floodlighting over large areas, and certainly the most spectacular, is the effective use the modern railroad has made of this means in protecting its property and establishing safe conditions in its great railroad yards. Few of these yards are not now illuminated uniformly from one end to the other. As contrasted with the old days, when a sputtering electric arc light hung at long intervals and a welter of confusing gray and black shadows lay about and between the cars, this counterfeited moonlight is an inestimable boon in the hazardous work of the trainman.
>
> "This floodlighting of the yards is accomplished by systematic employment, usually in groups, of lights upon the fundamental principles found effective in war times.
>
> "In the railroad yard to-day the requirements are sufficient light on the cars to permit safe walking on the tops, along the tracks to see clearly the switches, and between cars to permit safe walking throughout the yard area. Dark shadows handicapping the policing of the yard must be avoided and glare, the bugaboo of all kinds of lighting, must be carefully guarded against.
>
> "Economy of installation and operation is secured by concentrating the power requirements in light sources of large capacity at a few locations; and the minimizing of shadows and uniformity of illumination are best effected by using a large number of smaller units spaced at short intervals throughout the yard. For the railroad a compromise of these factors has resulted in the practise of using floodlighting projectors with light sources of 1,000 watts or more capacity grouped in batteries of from 3 to 12 units to meet local conditions.
>
> "If night work of importance or extent is to be performed in the industrial plant, certainly some adequate means of lighting the work places should be provided. Stumbling and falling accidents make up the bulk of injuries sustained in every plant to-day, and these are always multiplied during night work. Eyes that have adequate vision during the day or in the plant demanding artificial lighting during the regular shift frequently become blurred and uncertain when handling tools at night. Many eyes can not distinguish color differences at night.
>
> "No matter what the work, therefore, at night, floodlighting of some type is essential. Many of the smaller operations will require nothing but a convenient type of portable floodlight. Some of these, altho small and easily handled, are fitted with powerful reflectors and suitable lenses that either concentrate or diffuse the light upon considerable spaces."

MIND IN APES AND MEN—Apes are able to rank with human beings on psychological tests, declares Edgar James Swift, head of the department of psychology at Washington University, St. Louis, in *Scribner's Magazine* (New York). Dr. Swift, writing on "Intelligence Tests for Apes and Men," says:

> "Recent experiments, reported to the American Psychological Association, but not yet published, indicate that bright children of three and a little older approach problems in the same way as do the apes, and that they experience the same difficulties.
>
> "The behavior of the apes shows a high degree of intelligence. This, no one will deny. But do their actions prove comprehension of the essential factors in the difficult situations which were managed so successfully?
>
> "The difference between the abler chimpanzees and man, so far as incentives to action are concerned, is the variation in development and the immensely larger number of motives which knowledge adds to human volition. It may be doubted, however, whether the gap between chimpanzees and primitive man is wider than that between primitive and civilized men. The deficiency in the more intelligent apes is the looseness of the bonds which connect ideas and memories. They more readily see the solution of a difficulty if the object to be secured and the means of getting it are visible in one comprehensive glance. They do not quickly see that four boxes far apart may be brought together and combined. Still less easily do they recall an invisible object and realize its utility in a troublesome situation. Yet these mental feats were accomplished by chimpanzees, and the accomplishment suggests an understanding of the difficulty. It indicates, at least, that some chimpanzees have passed to the human side of the boundary of intelligence."

LETTERS ▾ AND ▾ ART

LITERATURE DRAMA MUSIC FINE-ARTS EDUCATION CULTURE

"GAVROCHE" IN HOLLYWOOD

GAVROCHE HAS BEEN TRANSLATED into Hollywood. Early in his career, as an adolescent singer in a faubourg music-hall, Maurice Chevalier was compared to Victor Hugo's immortal gamin of the Paris streets. Maurice was characterized as a "*Gavroche* with open hands and mug," according to his biographer, André Rivollet, whose "De Ménilmontant au Casino de Paris" (Grasset) recounts the rise to fame of this poor boy. Chevalier's first "talkie," entitled "Innocents of Paris," now released, demonstrates the success with which the new synchronization of sound and sight can capture the quintessence of a personality for the delight of the entire world. Barricades of language have not prevented the screen triumph of this artist, who reflects in his open smile all the gaiety and gallantry of the honest folk of France. Hollywood, say the film critics, provided him with a papier-maché Paris as a background, a cast of motion-picture Parisians, and a scenario cut according to conventional models. While the piece has a slender plot, as glimpsed below, it is mainly an excuse for a series of songs and acts by the inimitable Chevalier. He begins as a junkman; he sings; he succeeds; he becomes a star. As interpreted by Mordaunt Hall, the discerning critic of the New York *Times:*

Courtesy of Paramount Pictures

HIS GAIETY TRIUMPHS

Maurice Chevalier, in his new talkie, has survived the ordeal of Hollywood. He comes before the American public as the ambassador of Gallic gallantry.

> "Chevalier is an excellent actor, and most of the others in the cast pale beside him. He brings to his part in this flimsy yarn a real character, a Frenchman with a soul, who, when he first sees the lovely *Louise*, loses no time in telling her of her beauty. His lines are always uttered with spontaneity and his acting is sincere, coupled with a delightful sense of humor. In fact, Chevalier's fun redeems some of the dialog of the others, for it is evident that he does not take the story of the junkman who soars to popularity on the stage with any great degree of seriousness, even tho it is a romance reminiscent of his own life.
>
> "In all his scenes, M. Chevalier reveals his talent. He is capital where he brings *Jo-Jo* to his humble home, and he is joyous where he is kissed by half a dozen stage girls. As *Marny* he also triumphs in the tryout for the music-hall stage.
>
> "Good-nature shines throughout M. Chevalier's performance, even when he is obliged to take to the reproduction of the none-too-inviting waters of the Seine. He has a twinkle in his eye when he talks of love, and that same twinkle is apparent when he gives *Emile Leval* a piece of his mind. Chevalier makes *Marny* a most persistent lover, but one who can't avoid the embraces of the siren, the wife of the stage-producer—a woman with a shining car, shining gems, and shining eyes."

William Bolitho, that instructive *liaison* intelligence officer between the New World and the Old, tells us in the New York *World* that Chevalier once before "stood in front of humanity to express the emotion of a nation, in the center of the world." At the time of Mr. Chevalier's personal appearance in New York, Mr. Bolitho acclaimed him as an ambassador of French courage and gaiety. In his column in *The World*, Mr. Bolitho interprets the international significance of the comedian:

> "Chevalier was the creator of the '*Madelon de la Victoire*,' which, just as the other '*Madelon*' was the best war song, was the best (and the only one I ever heard worth changing the needle for) song of the peace. That was the music that sent every procession—organized, rabble, or rioting—crazy over the whole of France for the first blessed months. That was the song that shook the packed three-mile Broadway from church to castle, from Madeleine to Vincennes, the first ecstatic afternoon and night. '*Hein, crois-tu qu'on les a eu?*' You lose the kettledrum beat if you translate it.
>
> "The straw hat on top of the evening jacket, which he still wears, is, however, the secret. It is really a vestigial remnant like the third eye, or the appendix. Just before the war—only four or five years before the modern epoch—young men drest like this in the evenings and had fun, boating at l'Isle Adam, or at open-air balls, that very hot summer of 1914, at Montmorency, or St. Germain; or out at dinner, with Montmartre to follow. Some of them came back, and all of them wanted to remember about it the very first thing. It was Chevalier, in the fiercest, gayest mood of them all, who jumped with a huge bound on the reopened stage of the Casino de Paris, the first back into the old life. Look at Chevalier's queer straw hat with the same shiver as you see the Cap of Liberty stuck up in Tammany Hall, or the Crown of England. There is human history in it.
>
> "So Chevalier was the priest of the delirious, pathetic orgy of joy and hope of those who came back. By the same right as the handsomest, gayest, most excited, loudest guest takes charge at the singing stage of any banquet."

In the decade that has passed since those days of the Armistice, "*Gavroche*" has grown up. Chevalier has matured and become a great artist, continues Mr. Bolitho. He has learned English. He has repeated his Parisian success in London. He has appeared by command before royalty, yet he has never forgotten that his success is rooted in the genius of the common people—*le peuple*. Perhaps for this reason he enacts the rôle of a junkman who calls himself an antiquaire, and from whose lips crackle spontaneously the wit, the wisdom, the gaiety and the gallantry—in a word, all the *blague* which hums through the busy thoroughfares of "Paname." To follow the interpretation of Mr. Bolitho:

> "The most curious of all is that he has become a great artist; as great in his own way, for those who like coupling comparisons, as Douglas Fairbanks. The wild capers which were once the expression of spontaneous joy at being saved from the massacre have been identified, simplified, precised in the way that is the process of all art working on inspiration. The songs are just as good—'*Ananas*,' for example, that I heard last night, is as

Courtesy of Paramount Pictures

"INNOCENTS OF PARIS"

Maurice Chevalier's first song in his recently released talkie is sung to cheer up the orphan *Jo-Jo*, whom he has rescued from the Seine. His songs, says William Bolitho, are just as good as those sung by such celebrated stars as Mayol.

> monstrously good as anything Mayol ever found—the frog walk, the mimic wonders of his hands—the large, muscular hands of an acrobat, nearly always open—above all, the unforgetable explosive gaiety, the gaiety still of a young man who has just, by an unheard-of luck, escaped death and captivity—all these are intact. Because he is a greater artist they are even more effective, surer than they were when they were mere rollickings of natural talent.
>
> "In this crackling, irresistible light-heartedness there is not the least trace of morbidity. His spirits express, as they did in the days of the Armistice, a stroke of luck, not a dose of booze. And without the least trace of inoffensiveness he might scare, but he could not shock, a maiden lady from Vermont."

The work of "translating" this elusively Gallic personality and genius into the talkies of Hollywood has been a monumental task. As he appears now before the American public in his songs and dances, Chevalier appears as the very quintessence of spontaneity. Yet a special "sound channel" had to be constructed at the Paramount studios, with a recording system which made it possible to secure a wider tonal range than had thus far been accomplished for the screen. As recounted by a special Hollywood correspondent of the New York *Times:*

> "The full test of this system came when the star of the Casino de Paris sang his number, 'It's a Habit of Mine,' in full stage with a thirty-two-piece orchestra and a spectacle background of fifty show girls. Five hundred extras out in front made up the audience. Paramount built a set of a theater for this sequence, which shows first night of an ultra-smart Paris revue. Eighteen microphones were scattered over the huge set to capture the music, the voice, the tap of the feet of the dancing girls and the hushed rustle of the audience. The cameras were equipped with special film magazines holding an excess of footage, for the scene was uninterrupted from the opening of the curtain till the end.
>
> "Chevalier's voice is tireless. The recording of his eight songs requires but three nights of work, night-time being chosen because then the studio is hushed and there is little traffic in the near-by thoroughfares. On the first night an alert property boy saved trouble. Just at midnight, when a long sound scene was ready for filming, this young man suddenly recalled that the Los Angeles-to-San Francisco mail plane was due overhead. On its nightly flight northward it passes directly above the studio and its time seldom varies. Microphones are extra-sensitive to the roar of an airplane motor, be it ever so far away. It is one of the noises that the sound stages fail to combat.
>
> "On the three nights of Chevalier's singing his voice was put to perhaps the most difficult test it has ever been given. Verses, choruses, and entire numbers had to be sung over and over again to secure long shots, medium shots and close-ups, and to provide a selection of each. But the French entertainer was singing as strong and as true at four o'clock in the morning as at seven the evening before."

ANCESTORS OF THE RADIO ANNOUNCER

RADIO-ANNOUNCING IS A NEW ART. But the forefathers of the radio-announcer are now discovered in the ancient bards and story-tellers, those "announcers" who formed a special caste of their own in antique and primitive societies.

These facts are brought out in a book that is awakening intense interest in France—a book which advances a new psychology of language. It is entitled "Studies in Linguistic Psychology" (Beauchesne, Paris); and it presents the results of the prolonged researches of Father Marcel Jousse. Father Jousse emphasizes the extraordinary feats of memory achieved by the ancient bards, story-tellers, and "announcers" of primitive societies. In *La Revue Universelle* (Paris) Marcel Brion presents a condensed interpretation of Father Jousse's theories, and shows how in certain primitive and barbaric societies to-day racial wisdom, history, and poetry are transmitted by word of mouth, yet without variation from the original "text." Literature has lived independent of the written or printed record. Mohammed never wrote down a word. Buddha left no engraved script of the wisdom that fell from his lips. The same fact is true of all the immortal prophets of the ancient world. Yet their words and their thoughts have come down to us unimpaired, altho generations passed before they were finally set down by disciples. The faculty of memory and the technique of memorizing among these gilds have been developed to a degree that seems prodigious to us, who rely upon notebooks, memoranda, and card-index systems. To follow Mr. Brion's exposition of these discoveries:

> "The great reciters always distrusted the written word, as to rely upon it, in their opinion, increased inattention and laziness. Like Mohammed, the Buddha wrote nothing down, and it was not until long after his death that his disciples put his discourses into writing, just as the disciples of Mohammed did when they began to fear that the oral tradition was weakening because of the disappearance of those capable of maintaining it.
>
> "Father Jousse concludes from this that oral teaching has almost everywhere preceded written teaching, and that it has been the method in use during certain epochs, which must have been long ones. Often it even supplanted writing. It is believed, frequently and often fallaciously, that as soon as writing was invented, peoples hastened to give up the oral style. This is not true, and we might present several examples to prove it. Moreover, oral transmission has deformed texts much less than the negligence of copyists.
>
> "Even to-day, certain tribes like the Ashantis, who remain in complete ignorance of writing, transmit by oral tradition lengthy recitals which constitute the historical chronicles of their race. With the utmost rigor, they guard the good memory of their chroniclers, and they do not hesitate to inflict the severest penalties to prevent and to punish any lapse of memory. 'There exists among them a caste of professional historians who recount the high deeds of their kings in rhythmic schemes, which are sung with special melodies which vary with each reign. Their aim recalls that of the bards of all societies in which the oral style predominated. Each bard has a certain number of pupils to whom he teaches his chronicle, word for word, with its appropriate melody, note for note. All danger of corruption or mutilation is precluded by the fact that the "announcer," once admitted into caste, is put to death for the slightest mistake made either in text or in notation. The result of this system is that recitals composed for more than eight hundred years come down to us intact.'
>
> "This attentive memorizing, strengthened by frequent repetition, preserves a text better than printed literature against

the modifications of language. It is thus a fallacy to believe that such a text is changed between the moment of its composition and that when it is set down in writing, altho, in many cases, several decades or even several centuries may have separated them. To-day, we have fallen to such an extent into the habit of looking upon these two literary operations as unified and simultaneous that we consider with skepticism any version written down a long time after its initial recital. As a matter of fact, the organization of memory and the technique of memorizing in societies in which the oral style prevails assure all guaranties of authenticity and integrity."

IS OPERA DOOMED?

"SOONER OR LATER THE TALKING MOVIES are going to finish opera, not only here, but all over the world." Mary Garden thus predicts the end of grand opera. The celebrated prima donna was talking to Miss Marjorie Dorman of the Brooklyn *Daily Eagle*, and her published opinion has reverberated not only through the press of the United States but Great Britain as well. Is opera doomed? This question is being asked and answered by many distinguished authorities in various ways. Dyneley Hussey has contributed to the "To-day and To-morrow" series (E. P. Dutton) a volume entitled "Eurydice: or The Future of Opera," in which he holds out some hope for opera-lovers, altho he admits that "the case against opera is indeed a strong one." Few of the professional critics, however, are as sweeping as Mary Garden in their predictions. The dynamic soprano of the Chicago Opera Company is convinced that the radio has killed the concert in America, and that grand opera will next be supplanted. Yet the change will bring with it increased popularity of good music. As quoted in *The Eagle*, Miss Garden explains the new outlook:

> "The talkies are in their cradle, but things move fast in this country. It may be five years, it may be ten, but I think the end will come before that. The movies have everything now except color, and they will get that. Eventually sound pictures will be the one and only form of entertainment. I myself am simply mad about them.
>
> "Sound pictures are going to be a wonderful thing for the American composer, who up to this time has had great difficulty in competing with old world composers. Now his day has dawned.
>
> "No longer will people be content to sit as formerly for three hours hearing people sing in a tongue they do not understand. English will be the language used in the operas put on by sound movies.
>
> "There is a big tenor at the Metropolitan whom I have never liked. I found him wanting in several respects. But I heard him sing 'Cavalleria Rusticana' in the talkies and rose to my feet with the audience, applauding and shouting in my enthusiasm.
>
> "What had happened? The instrument, that marvelous sound instrument, had brought him to me. He had no idea of what was in him—the instrument found it. It reveals the subconscious. In days to come only the honest artist can succeed as a singer. The man or woman who sings for his check is finished. This tenor was great in spite of himself. It took the instrument to record the man's real self."

Gordon Beckles, music critic of the London *Daily Express*, has interviewed a number of British conductors and composers concerning the future of opera and the advent of a type of motion-picture which he called the "musie." "What a magnificent writer of talkie operas Richard Wagner would have made!" exclaims Leslie Howard, formerly conductor of the Capetown Symphony. Music, he added, must be prepared for the new day. As quoted in *The Daily Express:*

> "A whole new technique of musical composition has got to be evolved; it will be twice as hard as writing an opera for the stage. The producer will have to be a man of genius who, like Anthony Asquith, understands music.
>
> "And the most far-reaching effects may lie ahead. An orchestra of fifteen may prove to be better than an orchestra of ninety. Again, the language question should not be such a handicap as it is in the case of the talking film.
>
> "It may be far easier to fake a singing voice than to fake a talking voice—you can have a *Siegfried* with a face and figure like Rudolph Valentino and a voice in the wings like De Rezske's."

Courtesy of Paramount Pictures

A PHILOSOPHER OF THE FAUBOURGS

Chevalier is said to embody all the wit and wisdom of the Paris streets, and the blague of the honest "innocents" of his native city. Despite the difficulties of an alien tongue, his genius emerges triumphant.

To this opinion, Mr. Beckles adds his own:

> "The spoken drama and orchestral music are said to be menaced by the advent of the sound film.
>
> "But—as I have already said—it is a case of the magnetic theory of like poles opposing each other: the sound film, being a hybrid growth, will do most damage to its companion hybrid—opera.
>
> "And if, as the younger musicians are hoping, the 'musie' comes into being, will there come with it some new kind of musical mind?"

On the other hand, Dyneley Hussey boldly proclaims opera as an independent art-form with definite conventions of its own. These should be understood and appreciated. Opera can not be killed or superseded if it possesses an internal well-being. New developments in radio and sound picture may indeed increase its longevity and rejuvenate true opera. The author of "Eurydice" defends opera in these terms:

> "The charge brought against opera as a form is that it is a hybrid, a mixture of oil and vinegar, a spoiling of two good things. We are told that it can not be a satisfying art-form in the sense that painting or poetry may be, because each of its elements must make concession to the other. The swiftness of the drama is impeded by the slowness of the music, which takes time to deploy its forces; while music has difficulty in carrying forward the dramatic action without itself becoming dull. There is a continual struggle between the drama, which requires freedom for its development, and the music, which seeks to impose upon its partner the bonds of its own formality. It follows that the composer of opera is peculiarly liable to write music which is merely illustrative and formless, while the librettist may fall into the opposite snare of producing a stiffly symmetrical play whose characters are lifeless abstractions rather than living men and women.
>
> "The case against opera is indeed a strong one.' Yet it amounts to little more than that opera has certain limitations which both composer and poet must recognize. In this it differs in no way

from the other arts. There are certain things you can not do in painting. You may successfully represent the recession of a scene away from the spectator, but you can not show him what is on the other side of a hill without doing so much violence to natural forms that your representation will fail to convince him." . . .

A COMEDY FOR CONNOISSEURS

FOR WEEKS ENGLISH ART-LOVERS shuddered at the thought that the famous Portland vase, offered at auction, would be snapt up at some fabulous price by an American millionaire. Christie's was crowded on May 2 by many whose interest had been whetted by the predictions of the press. The sale was delayed a quarter of an hour; and somebody then suggested, says Charles Selden in a specially cabled dispatch to the New York *Times*, that this delay was due to the fact that Christie's was having a long-distance telephone talk with New York, getting a last-minute fabulous bid over the wire. "Why shouldn't an American spend $75 to phone a bid of $500,000 for a glass vase ten inches high?" But when the bidding closed, the top offer, about $147,000, was not high enough to reach the reserve figure set by the Duke of Portland. The much-discust sale was a fiasco—an anticlimax in the long and dramatic history of the celebrated urn. As recounted by Mr. Selden in *The Times*, the incident was not without a flavor of international irony:

Courtesy of Paramount Pictures

A MUSIC-HALL MONARCH

The talking-picture in which Maurice Chevalier appears is a romanticized reminiscence of his own rise to fame in the music-halls of Paris.

"There was confusion and misunderstanding in the crowded auction room when Mr. McKenna, after waiting in vain for somebody to say 30,000 guineas [$153,000], rapped the ivory hammer on the desk and left the room. It was taken for granted there had been an actual sale. One woman, who, with hundreds of others, had been standing for hours in order to have a place of vantage, when the sale began, shouted: 'Who's the buyer? The British public has a right to know that. The vase has been in our museum a century.' . . .

"There had been a hope that some wealthy American would pay $500,000 for the vase and would then, with a magnificent gesture of Anglo-American good-will, hand it back as a permanent gift to the British Museum.

"As the event turned out, it was part comic, part tragic, with the feelings of the throng best exprest by some famous old paintings already hung in the auction room in preparation for tomorrow's sale. For example, at the back of the auctioneer was Romney's 'Lady Hamilton as *Cassandra*,' with wild, staring eyes and uplifted wand, shrieking, it might be imagined, for another thousand guineas, but the picture was no more tragic than the English woman in the flesh who demanded, on behalf of the British public, the name of the purchaser. On the opposite wall was Sir Joshua Reynolds's portrait of Princess Caroline Matilda strumming her guitar, looking as if she did not care what happened to the Portland vase. Rembrandt's 'Isaac Refusing His Blessing to Esau' seemed equally disapproving of the modern crowd that could not raise more than a paltry $150,000 for the 2,000-year-old story of the wooing of Thetis by Peleus, which the old Roman glass-worker symbolized on his vase. Franz Hals's 'Boy Blowing Up a Bladder' suggested the heroic effort of the nonplused auctioneer to inflate the value of the vase by just another $5,000. But Moroni's sixteenth-century painting of a nobleman in armor, hung so that the painted eyes gazed directly into those of the auctioneer, was no more impassive than are the silent, professional bidders at these great art sales, who never say a word, but indicate by lifting an eyebrow or by the slightest gesture of a hand that they raise their bid another thousand guineas."

PETER PAN, PHILANTHROPIST

NEVER HAS SIR JAMES BARRIE given us a better illustration of his gift of whimsicality—whimsicality tempered with wisdom—than in his recent gesture of making a gift of all his rights in "Peter Pan" to the children's hospital in London. This is the opinion of the London *Times*, and it is reechoed throughout the press of Great Britain. "Never was so sensible, so just, so appropriate a deed of charity!" exclaims the great London daily. The details of this philanthropy are explained: all the rights in the celebrated classic of childhood have been transferred by its author to the Hospital for Sick Children. "The play will become the property of the hospital, and all profits from performance or publication will go to the hospital. It is estimated that it will yield an income of at least £2,000 ($10,000) a year. The gift is wholly unconditional, and the income will be devoted to the general purposes of the hospital." *The Times* finds *Peter Pan* singularly effective in the rôle of philanthropist:

"'Peter Pan' was always for the children—and by, with, or from the children as well, since (to say nothing of *Liza*, who, of course, wrote it all), if we may trust the dedication of the play in the printed text, certain children had a fair share in the making of it. 'Peter Pan' has always been for the children, always peculiarly the children's play. And henceforth 'Peter Pan' is to be for the children in another sense. The boy who was ever a being remote and shut off from his fellows is to help other children back to the warm contacts of general human life. The boy who would not grow up is to play a great part in contriving that other children shall grow up to be healthy men and women.

"The appropriateness of such a gift to help sick children needs no emphasis. Sir James himself, in the dedication of the published play, has confessed his debts to certain children for it. It is the play which he has said he has no recollection of writing; the play which was played so long by those children before it was written. He has talked of the laughter of those children 'in which *Peter* came into being long before he was caught and written down.' He has confessed the large part the children had in the evolution of the fantasy, and even records a sharing of certain small royalties with one of them.

"The influence of 'Peter Pan' in a quarter of a century of public existence has already been wide-spread, as witness the author's own statement that the introduction of the sprinkling of fairy dust as a preliminary to being able to fly was due to the number of small people who came to grief by trying to emulate *Peter* in their own bedrooms. All that is left to the author of *Peter* he is handing over now in the interest of children in general."

THE COVER—This is one of our series of paintings by J. L. G. Ferris illustrating sidelights on American history. George Washington spent the final years of his life beautifying his estate at Mount Vernon. The retired President and his adopted daughter are here depicted strolling in the spacious flower-garden which was planted and developed under his own personal direction In his book "Mount Vernon," Lossing writes that "quite a number of the trees planted along the margins of the carriage-way at that time are there yet, and are noble specimens of their kind." Recent visitors to Mount Vernon will recognize the painter's success in capturing the spirit of Washington's garden.

RELIGION AND SOCIAL SERVICE

THE PROBLEM OF LIFE'S VITAL TRUTHS

HOW SHALL THE FUNDAMENTAL FACTS OF LIFE be taught to youth? When her two boys were eleven and fourteen, runs her story, Mrs. Mary Ware Dennett, now fifty-three and a grandmother, looked about for a treatise on sex to supplement the information she had given her boys orally. She could find none that was satisfactory, she says, and herself wrote for them a pamphlet, which eventually entered into general circulation and was printed in *The Medical Review of Reviews* in 1918. Recently a copy of the pamphlet was sent on order to Grottoes, Virginia, and Mrs. Dennett has been convicted in the Federal Court in Brooklyn of sending obscene matter through the United States mail, and sentenced to pay a fine of $300. In the words of Assistant United States Attorney James E. Wilkinson, who conducted the prosecution, the pamphlet is "pure and simple smut, and if," he said, as press reports quote him, "I can stand between this woman and the children of the land, I will have accomplished something." But as the New York *World* describes it, the treatise has "a simplicity and directness about it which no one had questioned. It attempts to tell children what is worth knowing about sex, clearly and decently; and in a few paragraphs it disposes of whole volumes of rubbish that have harassed youth since prurient books on sexology began to make their appearance."

"I SHALL NEVER PAY A CENT OF THE FINE"

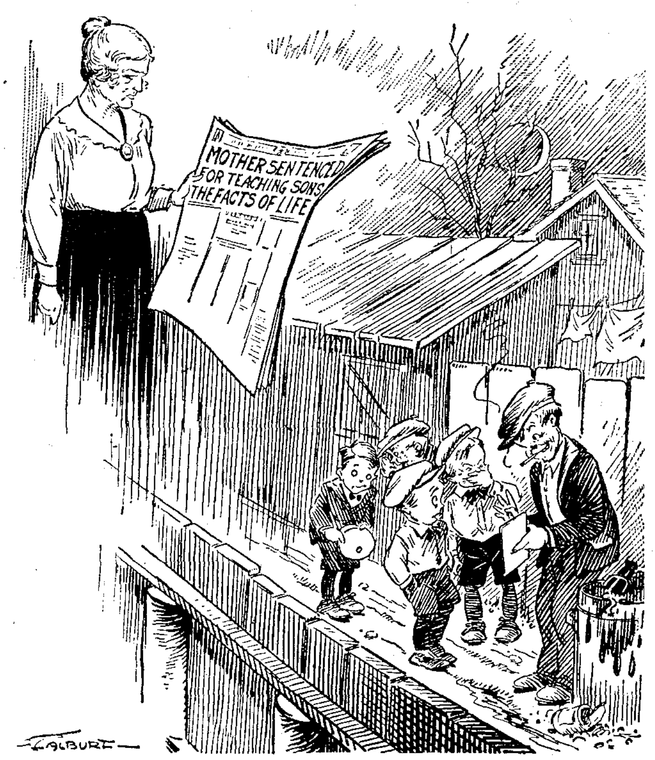
Says Mrs. Mary Ware Dennett, shown here with her two sons, Carlton (left) and Devon, for whom, when they were young boys, she wrote a treatise on sex. She was fined for sending it through the mail, and the case is to be appealed to the highest court.

However, Mrs. Dennett was convicted in forty minutes, tho the defense was prepared, we read, to show that her brochure, entitled "The Sex Side of Life, an Explanation for Young People," has been circulated by Y. M. C. A. secretaries, ordered by health and religious agencies, used in the Bronxville school system and the Union Theological Seminary, and indorsed by clergymen and writers. Judge Warren B. Burrows ruled out such testimony, according to the press, as immaterial and irrelevant. He also excluded United States Government pamphlets bearing on sex matters. As Morris L. Ernst, counsel for the defense, put it, to quote from the New York *Times*, "the question is one of censorship. Do you want," he asked, "the straightforward factual information or the half truths to get to your children, for nothing otherwise can keep them from being educated by the dirty stories and sneaky gossip of the gutters?" But, replied Mr. Wilkinson, "no matter what your morals and mine may be, or what they may have been on our way through life, the young is a sacred trust." It may be true, he said, that to the pure all things are pure, "but this woman is trying to drag us down into the sewer." Mrs. Dennett, in court with her two sons, Carlton and Devon, appeared shocked at the verdict, and the next day, when Judge Burrows refused to set it aside, she announced she would not pay the fine. "Nor will I allow any one to do it for me," she said, as the New York *World* quotes her. "If the government officials who are responsible for this prosecution wish to use the power which the law gives them to penalize me for the work I have done on behalf of the young people of the country, then they must stand the shame of making it a prison sentence, not a fine."

Press comment, in which strong protest against the verdict is voiced, reveals that the case bids fair to become noteworthy in legal history and of vast importance to every parent concerned in the sex education of children. The American Civil Liberties Union, which sided with the defense in the famous Scopes trial in Dayton, Tennessee, has come to Mrs. Dennett's aid by organizing a Mary Ware Dennett Defense Committee, and making plans to carry the case to the Supreme Court of the United States. It was also suggested that 100 prominent people mail copies of the pamphlet to President Hoover. As the Detroit *Free Press* looks at it:

> "The atrociousness of this conviction is less surprizing than the fact that an intelligent and earnest mother can be exposed to such a sentence for no greater a crime than attempting to give boys and girls the benefit of mature experience on the most important subject in life. The mentality of those responsible for the prosecution of Mrs. Dennett is that of the first fifteen centuries of the Christian era, when childbirth was regarded as the result of a carnal sin to be expiated in accordance with Genesis III, 16. As a consequence of this superstition the rate of infant and maternal mortality during those centuries rose to a point unknown to the ancient civilized world. The medical profession has vastly reduced that rate and ameliorated the Genetic injunction; but neither the doctors nor enlightened laymen have been able to break down the barriers that keep from youth the truth about marriage and parenthood. The process of racial reproduction is still regarded as a divine mystery, which it is impertinence on the part of man to penetrate, altho there is no more mystery about bringing a child into the world than there is about bringing a calf into the world, a process that children on the farms know all about before they reach the age of puberty.
>
> "The persecutors of Mrs. Dennett would be better employed if they devoted their talents to ridding the newsstands of pornographic literature that excites without instructing; and left the sex education of youth to intelligent and courageous parents."

The issues raised are troublesome and not to be dismissed with


MOTHER SENTENCED FOR TEACHING SONS THE FACTS OF LIFE
TALBURT

SENDING THEM BACK TO THE ALLEY

—Talburt in the Washington *Daily News.*

dogmatic generalizations, comments the Norfolk *Virginian-Pilot*, which points out that—

"Where to draw the line in the effort to give the new generation a sane understanding of genetics, at what point sex information shades into pruriency, must always remain disputed questions. But something is to be said in behalf of persons of unquestioned sincerity and constructive intention who, in their dedication, err in the direction of over-frankness. It is a blind and unintelligent legal system and an objectionably narrow educational system that seizes individuals of this type by the neck and treats them as if they were enemies of society. What encouragement is held out to those who are seeking to meet the demand of the day for enlightened and constructive sex education, if their errors of judgment are to be treated without mercy and their technical infractions of antique laws treated as felonies?"

Is sex a mystery to-day? asks the Camden *Post.* Was it ever a mystery? Hardly:

"The modern age has simply cast off the garments of sneakiness that covered sex knowledge fifty years ago. The modern age has found frankness, honesty, sincerity the soundest methods of imparting sex knowledge to the youth.

"The modern age has drawn an important dividing line between sex and smut."

The perplexing thing about the case to the New York *World* is this:

"Does it represent a general policy of the Government, or does it represent merely an isolated case? Does it represent a determination on the part of the Government to bar all frank discussion of sex from the mails, and hence a public problem of considerable scope and importance, or does it represent an outcome that was to be expected after a trial before one particular judge, and before this particular jury, which was prevented by the judge from hearing the evidence that was most pertinent, and hence a teapot tempest having no significance aside from the proximate question of justice for Mrs. Dennett? If it represents the one, then we have something serious on our hands. But if it represents the other, then it is merely a temporary tangle that will be straightened out easily on appeal."

A milder view is taken, however, by the Milwaukee *Journal*, which says that from all accounts, the pamphlet presented very largely the physiological point of view. "In the popular expression, it called a spade a spade."

"And there was a question whether it did not in effect promote an emphasis in sex matters that should be avoided. Some years ago certain schools tried the call-a-spade-a-spade method, and found that they were all wrong.

"So this jury of middle-aged men, we take it, was passing more on the method of approach to this problem than anything else. They say that the mother who wrote the pamphlet violated the laws. For her there will be only a kindly feeling, for it seems to be accepted that she meant no wrong. But it is a good thing to check up now and then on the wisdom of certain types of sex education. And it is well to recognize that in this delicate matter, it is easy to put too much emphasis on the physical side of life and thus stimulate a curiosity that we want to avoid."

Appropriately enough, the Social Service Committee of the New York East Conference of the Methodist Episcopal Church issues a report on sex education well worth pondering in this connection. One section of the report, as quoted by the New York *Evening Post*, reads:

"In our modern life—in the home, in the school, and in society—there is a new freedom in thought, in discussion, in manners. We confront, especially among our young people, problems of understanding and of conduct. With candor, wisdom, and tact we should be prepared to aid in solving them. The results of the scientific study of sex life, in which these problems largely center, are available. In the questions which are the perplexity of parents and the test of our young people, the pastor, as a spiritual guide, should be counselor and helper.

"In the interest of morality and sound scientific knowledge, we favor such changes of the law in the States of New York and Connecticut which would remove the existing inhibition upon the communication by physicians to their patients of important medical information in this realm.

"We urge that these vital problems, which enter so deeply into the moral life of both the individual and society, shall have an unchallenged place in the thinking of our ministry."

CRUELTIES OF FASHION

FASHION DICTATES THAT WOMEN wear furs, but how few women realize that many of the furs they wear are gained only through torture of their original owners? It must be said, however, that society is rebelling against the cruelties of the steel trap, and demanding humane methods in slaughtering the necessary animals. This demand is being met, in part, by the establishment of farms for raising fur-bearing animals, where no traps are needed. In the meantime, however, the cruel steel trap is still in use, and here is what *The New Outlook*, organ of the United Church in Canada, disturbs us with:

"It is said that one hundred thousand skins are sold yearly on the markets of North America, and the annual turnover of the fur business in the United States alone is four hundred million dollars. Stark horror lurks behind those figures. Millions of dumb creatures are tortured to death because fashion insists that women shall wear furs. Fashion, not nature, or necessity, made the decree whereby millions of creatures with flesh and blood and senses like ourselves must suffer long-drawn-out agonies of fear and pain, and die in unspeakable misery.

"A picture lies before us which for sheer callousness and cold-blooded brutality surpasses even the horrors of the Inquisition. It is an illustration from a trapmaker's catalog showing the working of a fiendish instrument: 'See how the flesh of the trapt leg swells into the groove between the two jaw faces, effecting a positive and escape-proof hold.' In the old days the poor thing had a chance of freedom by chewing its foot off, but not now! Look at this: 'Impossible to pull free, even tho the foot be chewed off . . . not a chance to escape.'

"If we saw the trapt animals, or thought the matter through, how many would be content to go on wearing furs procured by such cruel, inhuman, and cowardly devices? An Anti-Steel Trap League formed in Washington, D. C., in 1925 is seeking to have laws passed which will forbid the use of any trap that does not kill instantly or take the animal alive and unhurt. The league has the declared support of the General Federation of Women's Clubs. It must surely have the support of the Christian Churches in seeking to drive out of existence an instrument that is a blot upon our civilization."

A BISHOP UNAFRAID OF EVOLUTION

THE THEORY OF EVOLUTION should be left to the scientists to settle, not to legislatures and theologians, believes Bishop John M. Moore of Dallas, Texas, who, so far from being disturbed by the doctrine, finds it a strong support to his faith. He was moved to this declaration by the introduction of an anti-evolution bill in the Texas Legislature by a Baptist minister. The bill was defeated, but as the issue is still alive in many ministerial camps the Texas Bishop's counsel is still appropriate. Moreover, it may disabuse the minds of those who believe that the South is as solidly against the scientific doctrine as it was once against the Republican party. Bishop Moore is one of those Southern religious leaders who are content to leave science to the scientists and theology to the theologians, but he approaches his differing brothers with Christian mildness, and, in an article in the Nashville *Christian Advocate* (Methodist), appeals to them not to be afraid of evolution. Calling names, he says, will not get us anywhere, and those who censure opponents of the anti-evolution bill as allying themselves against genuine Christianity "are distressingly mistaken, and their attitude is scarcely justified by the facts." A Baptist pastor, he writes, express his view when he said: "I do not see how you can handle evolution through legislation," and Bishop Moore continues:

STICK TO THEOLOGY

And don't be afraid of evolution, Bishop John M. Moore counsels the clergy. "Whether evolution is a theory or a fact," he says, "will never be decided by a legislative act."

"Whether evolution is a theory or a fact will never be decided by a legislative act. Whether evolution is a fact or not, practically every biologist in the world to-day acts upon the basis that it is a fact. The five thousand scientists in this country with practical unanimity accept as true the theory of evolution. Shall a State legislature by a majority vote say to these scientists: 'Gentlemen, you are all wrong. You must cease teaching what we know is false. Look to us in the future if you want correct views of scientific matters'?"

Bishop Moore was introduced by "wise teachers" to the theory of evolution more than forty years ago, and he has since read many books on the subject. "They have," he says, "been of immense value to me in my religious life and thought. They have greatly strengthened rather than weakened my belief in God and Christ and the Christian doctrines." He recognizes, he says, that it is a stock question to ask one if he believes that man descended from a monkey. "They ask it," he writes, "not to get scientific information, but rather to test one's orthodoxy, for they have the idea that evolution discounts man and contradicts the Biblical doctrine of his divine origin." Bishop Moore does not so understand evolution. "The real question is not the road by which man came, but the power by which he came," and this Southern Methodist Bishop believes that God is still in His creative work. "Creation with God," he says, "was more than an act. It is a process, expressive of His will, His wisdom and His power." Then:

"Suppose man came from a monkey or a tadpole. If so, he has certainly made a long journey. From the tadpole to Herbert Hoover, to Alfred E. Smith, to George V, to Robert Browning, to Richard Wagner, to Raffael is no mean achievement. What may not be expected in the future cycles? If evolution is true and man has really come from a very low beginning, surely it is a process of marvelous possibility and hope for the human race.

"Can a man be a Christian and an evolutionist? 'Come and see.' The great expounders of evolution to-day include J. Arthur Thomson, Henry Fairfield Osborn, Richard S. Lull, Edwin Grant Conklin, and many others who claim to be Christians. Judged from their confessions of faith, their manifestations of character, their lives of uprightness and honor, and their own professions of belief in Christ, they must be acknowledged as Christians. Shall we accuse them of being untruthful or deceived? Scientific men are engaged in the search for the facts that will explain our world. The astronomers who have mapped out the heavens and learned the times of the stars accept as true that millions of years were consumed in the production of these marvelous constellations. The geologists accept as true that long ages were consumed in bringing the earth's surface to its present condition. Every biologist in the world to-day is working upon the accepted basis that evolution is a fact. Are these all deceived? Or are they infidels working to the overthrow of the religious faith of humanity which is its noblest and most precious possession? A great percentage of these scientists are devout Christian men. Of course not all the evolutionists are Christians, nor are all Americans, nor all the poets, nor all the bankers; but banking and poetry and Americanism and evolution should not be condemned because of that fact. 'Prove all things, hold fast that which is good' is a valuable Biblical injunction."

The theory of evolution attempts to explain only the process, not the cause, and that God could have used the evolutionary process, says Bishop Moore, can scarcely be denied. The Genesis account, he asserts, is accepted by all, but the interpretations of it are not all alike. Evolution, the Bishop finds, is most objectionable to those who hold to the static theory of the world, who believe that God has done all things by decrees. "Such persons," he writes, "are marvelously in harmony with the views held up to the year 1700, but not with those of modern thought." In conclusion:

"Sixty years of evolution are behind us. Why be seeing ghosts now and running away only to our own hurt? Sidney Smith said he was not afraid of ghosts, because he had seen too many of them. Why let these human theories scare us? We need to walk up and look them squarely in the face, and then we will not be afraid. Anti-evolution bills increase our suspicions and our fears, and put us on the run. To my mind they can do no good; they can do harm. They are more apt to defeat than to gain the ends which their authors claim for them. We should know the truth, and the truth will make us free."

THE RELIGIOUS NICKEL—Religion appears as a model of business efficiency when one reflects on the report of the Federal Council of Churches of Christ in America at its recent promotional conference in Atlantic City that the average church offering per member in the United States amounts to $2.60 a year, or five cents a week. In the face of this interesting disclosure, comments the Newark *Evening News*, it is difficult to see in what way critics of religion and its works have a leg to stand on. Looking at it with *The Evening News:*

"One views the many admirable institutions within the national life, and what they accomplish for the public weal. Turning then to the cost, one often is a little staggered.

"There is room for most of the influences which are at work, but were they not tied up with religion in some way, directly or indirectly, what of their potency for good would remain may be questioned. Even the most indifferent would concede that religion is the greatest beneficial force within this or any other civilized nation. Running on an income of five cents a week per capita, it should command the admiration of every practitioner of business efficiency, no matter what his denominational affiliation, or if he is of no religious connection."

ESSEX

THE CHAL

—76 Advancements—

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The big swing of public buying is to Essex the Challenger. Motorists by thousands are switching from past favorites and trading in their present cars for the big values Essex the Challenger gives. Big values, easy to see, easy to buy and easy to maintain are responsible for the greatest popular preference Essex has ever enjoyed.

IN PERFORMANCE—a Super-Six motor—challenging up to 70 miles an hour—60 miles an hour all day.

IN GETAWAY AND HILL CLIMBING—it challenges any car. It is built by Hudson under Super-Six patents—that is why it is so smooth—so powerful.

IN ECONOMY—expect 18 to 20 miles per gallon. Many get more—confirmed by tens of thousands of owners—and many hundreds of observed tests during "Challenger Week."

IN COMFORT—a big, adult-size "Six"—fine to look at—roomy and comfortable. Rich, handsome upholstery and appointments.

IN COMPLETENESS—Hydraulic shock absorbers, 4-wheel brakes, radiator shutters and air cleaner are standard. They do not cost you one cent extra. The same with the new type GLARE-PROOF rear-view mirror, safety lock, starter and electric gauge for fuel and oil on dash. Bright parts are chromium plated. Add them up yourself and you will see easily above $100 in the "extras" that Essex provides at no extra cost.

Ask for a ride and WATCH THE ESSEX.

LENGER

$695 and up

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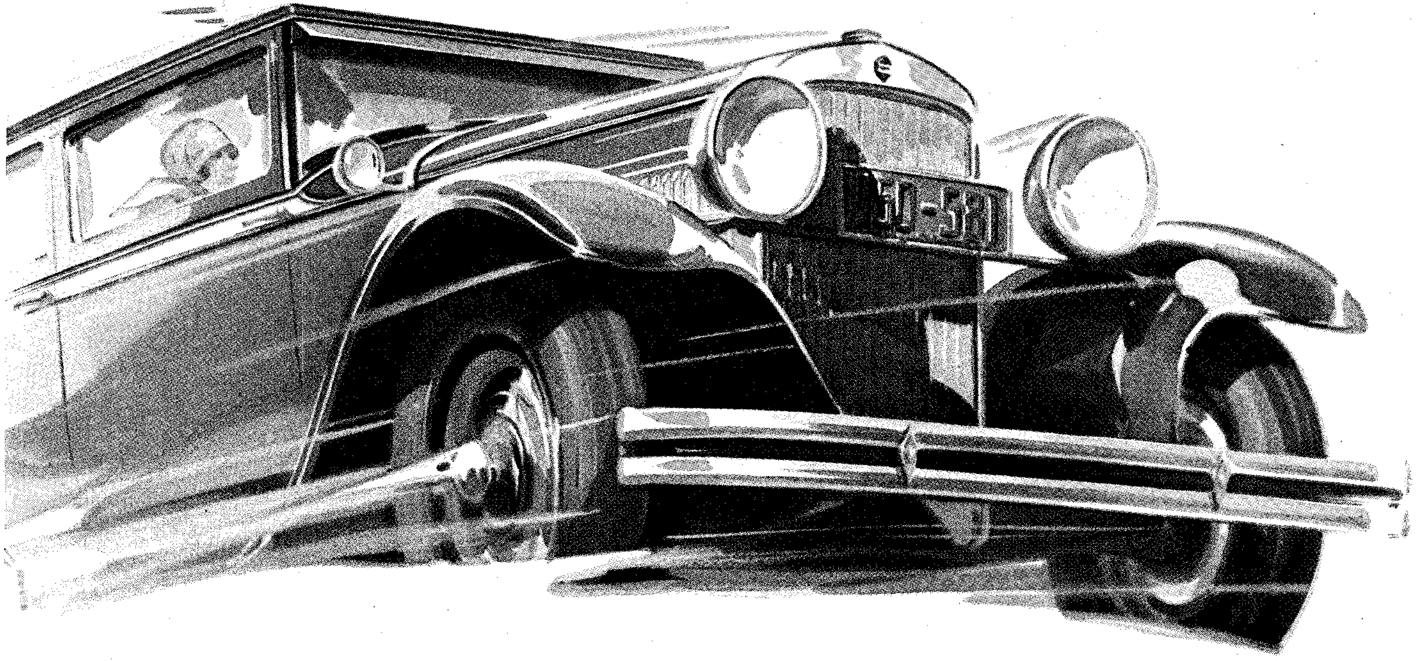
Standard Equipment Includes: 4 hydraulic shock absorbers—electric gauge for gas and oil—radiator shutters—saddle lamps—windshield wiper—glare-proof rear-view mirror—electrolock—controls on steering wheel—all bright parts chromium-plated.

A Wide Choice of Colors
at No Extra Cost



Only a very few dollars a month is the difference in price between this big, fine Essex, and the smallest and lightest of cars.

For instance, your down payment may be as low as $245, and nowhere within the United States is higher than $295, according to locality. The H. M. C. Purchase Plan offers the *lowest terms available* on the balance.

CURRENT ♥ POETRY

Unsolicited contributions to this department can not be returned

A VINDICATION, not only of the poet's integrity but of the good taste of the public—thus the New York *Sun* characterizes the success of Edwin Arlington Robinson's "Cavender's House," which has just been published by the Macmillan Company. It is impossible to quote at length from "Cavender's House" without injustice to the poet. We must content ourselves with several passages which have impest the critics:

FROM "CAVENDER'S HOUSE"

By Edwin Arlington Robinson

A dog, when he's forgotten, whines and cries,
Or looks and lets you know. Sometimes a woman
Will only smile and ask you to keep warm
When the wind blows. You do not see her face
When you are gone, or guess what's in her mind,
Or covered in her feelings, which are real
Beyond their reputation. It's a pity,
And a great shame, and a malevolent
Extravagance, that you should find that out
So often only when calamity
Comes down upon you like a broken house
To bring the news.

Into that house where no man went, he went
Alone; and in that house where day was night,
Midnight was like a darkness that had fingers.
He felt them holding him as if time's hands
Had found him; and he waited as one waits
Hooded for death, and with no fear to die.
It was not time and dying that frightened him,
Nor was it yet the night that was around him;
It was a darker night, and one within him,
That others not himself were not to know.

There are those laws
And purposes of yours, always at work,
And doing the Lord knows what with our intentions.
Eternity may have time and room to show us
How so transformed a fabric may be woven
Of crimes, corruptions and futilities,
That we shall be confounded with a wonder
At our not seeing it here.

. . . He could say little
To her defeating eyes; he could say less
To her white throat and arms, and her hand folded
So placidly and so conformed for torture
That he would not believe them hers. They waited
Willing, in all appearance, to wait always,
While she sat watching him; and they were hands
Forbidden to be touched again by his.
They were remembered hands, and were so small
To hold so much. They could hold everything.
They could hold him, and crush him, if they would,
And fling him where they would. They were still hands
To say so much; and they were cruel hands
To be so silent. . . .

There is a nimble humor in these lines published by *Theatre Arts Monthly:*

THE THEATRE MOUSE

By Charles A. Wagner

At night, when all the feet have fled,
He pokes his small, dramatic head
Out of the wings, and struts as bold
As though a Craig or Meyerhold
Were sitting front to watch his bit,
Lauding its pantomime and wit.

The silent house of huddled chairs
In blank amazement sits and stares,
The midnight traffic of the street
Is music for his nimble feet;
No juvenile or leading man
Takes half the freedom this mouse can:

His only critic is a cat
Crouching where firmer critics sat.

From "Golden Falcon" (Macmillan), a new volume of verse by Robert P. Tristram Coffin, we take this exquisitely chiseled sonnet:

RETICENCE

By Robert P. Tristram Coffin

I saw three deer go past my door at dawn.
With heads held high they filled their eyes with light,
The ancient shyness that still tarries on
The ancient hills was in their cool delight.
Their hooves sank clean into the grass and rose
Clean out again and left the bells of dew
Unrung upon the blades save those they chose
To set their splaying prints on sharp and true.

So cool and so aloof are you. What heart
With love within it like a greyhound's cry
Would dare to press upon you? You must go
With morning's wonder on you still a part
Of earth's old reticence and I stand by
With no more comfort than a dream can show.

From the Angel Valley Press (Winter Park, Fla.) arrives a slim collection of poems by Clinton Scollard, entitled "Lyrics of Florida." One of the happier of these, we think, is the following:

NIGHT HAS A VELVET HAND

By Clinton Scollard

Night has a velvet hand
Where palm trees are;
Its touch you'll understand,
And why the star

Leans down to lend you light
And show you where
Phantoms are fleeting white
Through the thin air.

With night and star for friend,
And whispering trees,
Straight you will comprehend
Strange mysteries.

But when day tips the trees
With scarlet flame,
These midnight mysteries
You may not name.

Machines, electrons, and distant nebulæ of the skies, motor-cars, airplanes, and many other indices of modernity are now inspiring our poets. We may expect them to turn their attention next to the miracles wrought by the ductless glands—if they have not already done so. In *Poetry* (Chicago) we find one of them turning his attention to a determining element in human life:

CHROMOSOMES

By Thomas W. Duncan

Older than hate are we, older than time,
Older than God when God was newly spewed
Out of the mind of man; older than slime
Out of which man crawled dripping, heavy-thewed.

With wet hair matted. Old are we—and young:
Young as a squirming babe in a midwife's hands
Or asleep in a womb; young as words just flung
Out of a mouth; or wispy new-spun strands

Of a spider's web; or crimson butterflies
With wings still damp through breaking painfully
From tightly wound cocoons; as young as lies
Untold; and as the next tide of the sea;

Younger than grapes just purple; younger than
To-morrow. Grayly old and young are we.
Guiding the stumbling groping course of man,
We are eternal, and eternity.

A challenging volume of verse is "Oxford Poetry 1928" (Appleton), which is "edited with a plea for better criticism," by Clere Parsons and "B. B." It represents, undoubtedly, the youngest generation of British poets, some of whom are just a little bit incomprehensible. There is, however, suggestive imagery in the following:

IMPERMANENT CREATIVENESS

By Louis MacNeice

The spider pendulously waits
Stranded in the unroaded air;
The spider's belly-mind creates
Thoroughfare on thoroughfare.

The fatally inquisitive moth
Wakes to ambition with a quiver
Leaves its bed and board of cloth:
Wings of moth go flit and shiver.

And all the time on the window-pane
Shadow fingers of the trees
Wistfully grope and grope again
After the indoor mysteries.

Over asphalt tar and gravel
My racing model happily purrs,
Each charted road I yet unravel
Out of my mind's six cylinders.

Shutters of light, green and red,
Slide up and down. Like mingled cries
Wind and sunlight clip and wed
Behind the canopy of my eyes.

Mothwings burn. Spiders shrivel,
Their bright webs break and cobwebs turn.
Minds burn. Homer's drivel.

Yet all the time on the window-pane
Shadow fingers of the trees
Grope, grope, grope again
After unseen fatalities.

A group of unusual lyrics by James Stephens has recently appeared in the pages of *The New Yorker*. Our preference goes to one which embodies profound intuition in the simplest of imagery:

THE ROSE

By James Stephens

All comes and goes,
The rose
Blossoms and fades away:

Grey leaps to gold,
And gold
Sleeps into grey:

And all that leaped
From clay
Is steeped in clay.

But He,
The Self,
The Watcher of the Race:

The One,
The Witness,
Knower of the Plot:

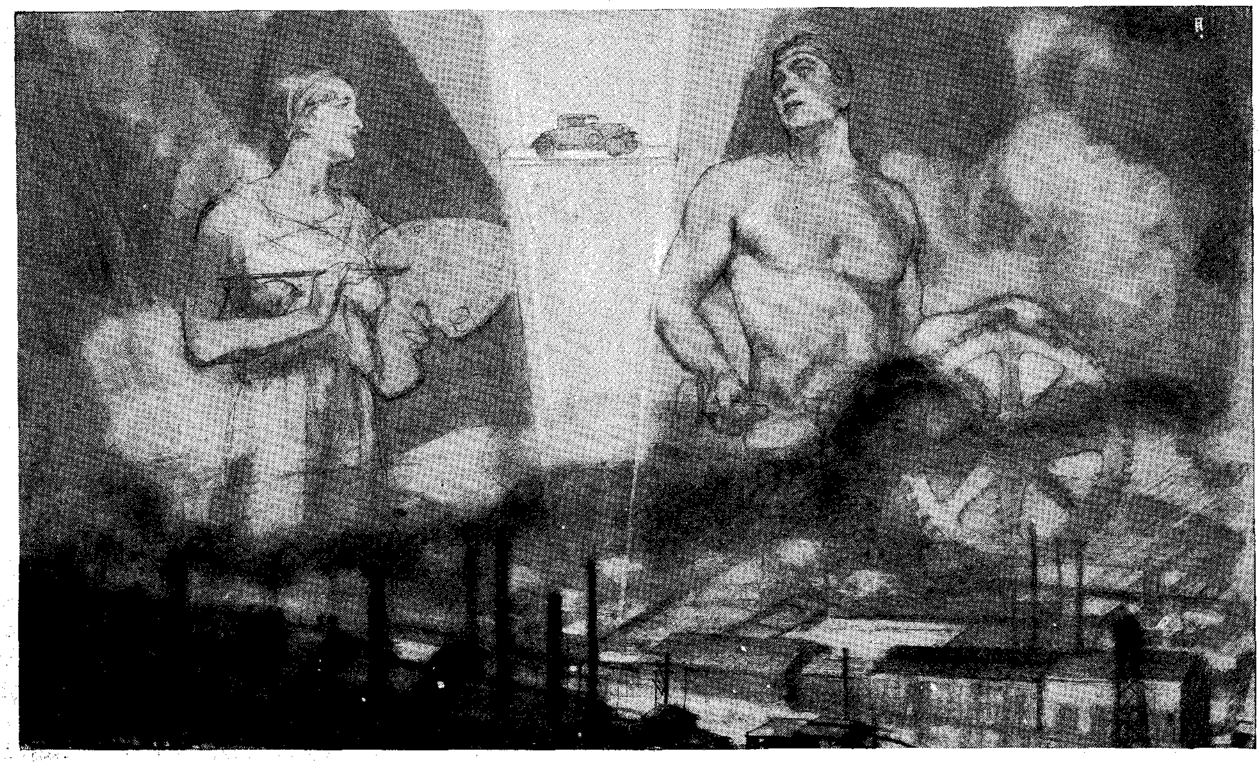
Who bears life
As a mask
Upon a face,

As rock
In flood
He goeth not,

Though all else goes,
Life and Death is He,
Death and the Rose!

YESTERDAY . . TODAY . . TOMORROW

THE NAME BUICK WILL ALWAYS MEAN BETTER MOTOR CARS



"Buick" is far more than merely a factory and a product. It is a national institution. It has its roots deep in the life of America. It will continue to serve the nation, in the future, as it has served for a quarter of a century.

Of only a few automobiles could anyone say with confidence: "This car will *live*. Its manufacturers will continue to build it twenty years from now with the same fidelity and the same devotion as they build it today."

Of that few, one automobile would be named instantly by everyone in America. And that automobile is Buick.

Industrial leaders would give billions, if billions were needed, to perpetuate this name. . . . More than two million Buick owners, and the public itself, regardless of motor car affiliations, would voice their approval.

Because *Buick* means a great deal more than merely huge plants, fine machinery, great financial resources, or even a highly skilled organization.

It is a part of national tradition, interwoven with the life of every city, town and hamlet. It has contributed to the health, comfort and material welfare of hundreds of thousands of families. It has carried the story of American industrial genius to every corner of the world. It is one of the institutions of which America is proud.

Almost from the dawn of the motor car industry, this name has stood as the symbol of truly fine automobiles, made better and better with each passing year, and always made superlatively well. And the name will continue to bear the same high meaning.

This fact of permanence is one of the fundamental values obtained and appreciated by every man who buys a Buick automobile.

He knows that Buick is sound. He knows it is reliable. He knows that *Buick* will always mean better motor cars.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
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WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

PERSONAL ▾ GLIMPSES

TRAINING RED IVAN TO MAKE WAR ON THE WORLD

EVEN MACHINE-GUNS with their deadly, raking fire could hardly have withstood that charge. Every horseman stuck his pennoned lance forward, crouched on his horse's neck, and dug his spurs into its flanks. It sounded like barrage-fire heard miles away, "a muddy roar of four hundred hoofs in the soft earth, the clanking of horses' gear, and the wild shouts of the charging cavalrymen." They came at terrific speed, these mounted soldiers of the Russian Soviet Army, "the little hairy Siberian ponies seeming to rush over the ground, feet hardly touching, in one mad flight that amazed the eye."

Acme Newspicture

SWORN TO DIRECT THEIR THOUGHTS TO "THE LIBERATION OF ALL WORKERS"

Such is the world-wide militance instilled into Russia's troops through their oath of "initiation," supplemented by unceasing exhortation. Above we see a troop of modernized Cossacks in Moscow.

The demonstration had been arranged for two American newspaper men—George Seldes of the Chicago *Tribune* and Sam Spewack of the New York *World*. Mr. Seldes describes the incident in "You Can't Print That" (Payson and Clarke), wherein he relates, in a "now it can be told" spirit, various war and other experiences with foreign news censorships. "We stood midway of the six-hundred-yard charge," he continues, "yet they came, passed us, and were at their goal in seemingly a minute. All we saw was a streak of mixed colored bodies, black and white and bay, with an occasional lightning-like flash of flaming crimson of the pennons."

Once these were mercenary troops, observes the author elsewhere, "then a nationalist spirit came over the people of Europe; and now comes the first international army, the new red army of Soviet Russia, the only force in the world organized to fight, not for feudal lord, or a nation, but for a class of society and in every country where it can be sent expeditiously." And, according to Mr. Seldes's later explicit statements, it is an army totaling between 2,000,000 and 3,000,000, and eager for combat—or was in 1924. The author's experiences in Russia were only one phase of an exciting career abroad, of which his publishers tell us in a circular:

Since 1916, when he arrived in London in time for the Zeppelin raids, his life has been one round of adventures. Seldes covered the war for an association of thirty-five leading American papers. The week of the Armistice he was the first to violate the truce by crossing the war zone and entering Germany. He passed through the entire German Army in retreat to interview Hindenburg.

In 1919 he joined the Chicago *Tribune* Foreign News Service, investigating the Irish disturbances, and interviewing De Valera, Æ, Michael Collins, and other leaders. Assigned to Moscow in 1923, he was expelled by the Bolsheviki in 1924, following sensational disclosures in his reports. Seldes was assigned to Rome in 1925, and was expelled by Mussolini for a series of articles purporting to show *Il Duce's* participation in the murder of Matteoti. This created world-wide comment. Seldes also was the only American correspondent with the French Army for the entire war in Syria, which gave rise to no end of controversy. Accused by the French of starting a mutiny in the Foreign Legion when he interceded to save the life of the American deserter, Doty, he was also threatened with disembowelment by the Arabs on the charge that his dispatches were pro-French. He investigated Mexico in 1927, and discovered the falsity of the Avila documents.

But let us return to the "Red Army." "So far as I know," says Mr. Seldes, "no one but Sam Spewack, former *World* correspondent, and myself ever penetrated the mystery of the Red Army, and as we were both expelled from Russia simultaneously a few days later, it is obvious that this enterprise bore its punishment quickly." And he goes on to explain:

Like so many of the great scoops and experiences of newspaper life, this visit to the Red Army was arranged by fortunate accidents. Spewack had succeeded in entering the Kremlin to see the Czar's jewels at a time when the Bolsheviks were looking for buyers. Many months afterward we met the officer who had been detailed to guard the fabulous, impractical treasure. He told us that he had rejoined his regiment, and invited us to visit him. Thus all of Trotzky's refusals and silences were overcome, and one bright, brittle, Maytime morning a little automobile composed of Ford, Buick, and other parts took us to visit regiments comprising at least a fifth of the armed forces of the Russian Socialist Federated Soviet Republic.

We were introduced first to the "Comrade-General," who shook hands cheerfully, then to the "Comrade-Commissar," the political agent, who nodded and scowled in a superior fashion. Political officials are attached to every officer, from colonel to generalissimo; they report to the Chekah and the War Department, act as spies and advisers, keep the officer in alinement with Bolshevism, and superintend the teaching and training of the international Communist soldier.

First they went to see the "initiation" of new conscripts. They were "fine, healthy, ignorant, peasant animals drest in new clothes, and frightened. At a command they bent their knees, bowed to kiss the blood-red banners, stood and swore the 'red oath,'" which Mr. Seldes translates thus:

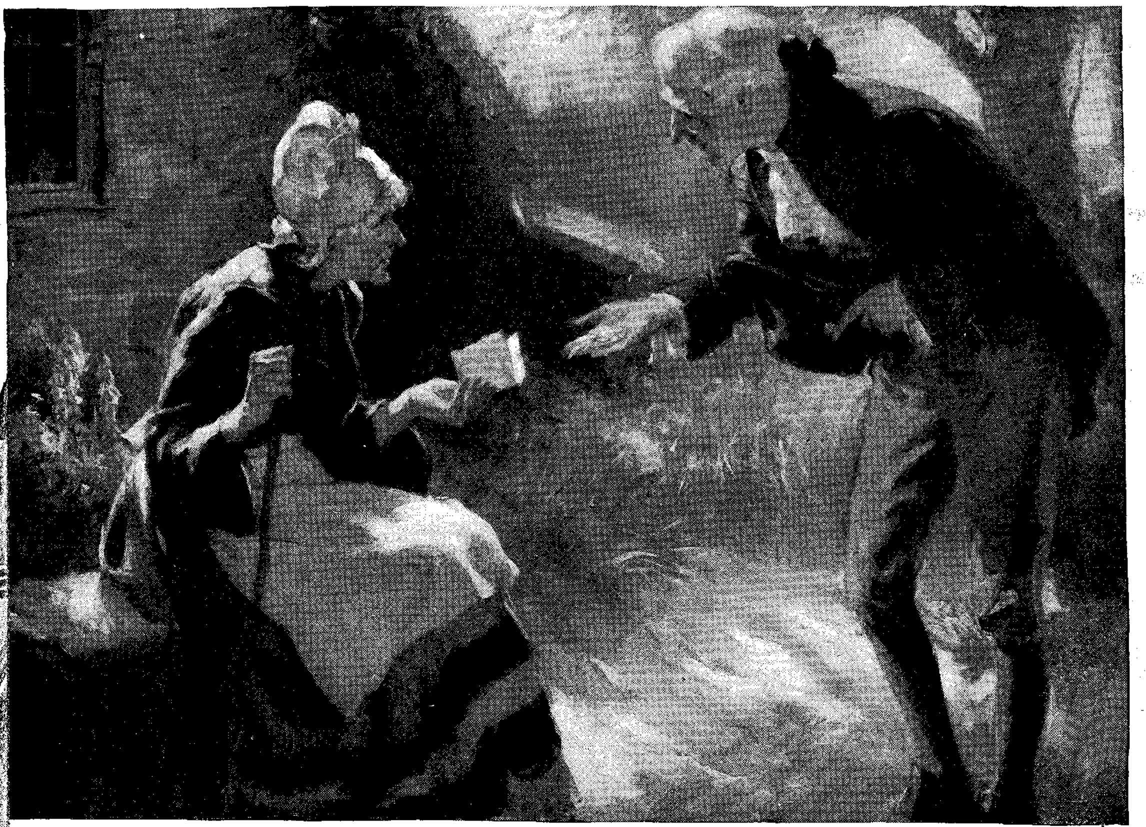
"I, son of the working class, citizen of the Soviet Republic, accept the title of a warrior of the Workers and Peasants Army.

"In the presence of the working class of Russia and of the whole world I vow to honor this title, to learn the profession of arms conscientiously, and to protect the apple of my eye, the good of the people, from ruin and corruption.

"I swear to obey the stern revolutionary discipline and to

BUILDING THE FORTRESSES OF HEALTH

One of a series of messages by Parke, Davis & Company, telling how the worker in medical science, your physician, and the maker of medicines are surrounding you with stronger health defenses year by year.



An English doctor's scientific curiosity in 1785 gave the world an important new medicine—till then locked in the leaves of a common purple flower.

Golden sovereigns for the secret of a wayside flower

Old Mother Hutton, the Shropshire herb-woman, guarded her secret jealously. Had not her herb tea relieved an Oxford dean of his dropsy, when all other remedies had failed?

To solve this mystery, a certain Dr. William Withering sought out the old woman, nearly 150 years ago. There was the clink of golden sovereigns in Mother Hutton's palm, and the cherished recipe was his to examine.

Withering saw that the crudely written scrawl called for twelve common herbs and plants. He found eleven of them medicinally worthless. But from the twelfth, the purple foxglove, he obtained one of the most valuable remedies at the command of the medical profession—digitalis.

A baffling problem solved

But physicians soon found that the use of digitalis was attended by a serious difficulty. Some extracts from the drug were too weak; others much too strong for safety.

For over a century, physicians and pharmacists grappled with this problem of making uniform extracts of digitalis. Only in 1898, the first *standardized* tincture of digitalis made its appearance. Working in the Parke-Davis laboratories, Dr. E. M. Houghton, the research pioneer in this field and for many years director of our medical research division, finally achieved this far-reaching triumph.

Digitalis, however, was not the first drug to be standardized. In 1879—just half a century ago—after long years of preliminary research and experiment Parke, Davis & Company gave to Medical Science the first medicinal preparations of fixed, unvarying strength. Then the principle of standardization was applied by Parke-Davis scientists to a long list of important drugs, thus making it possible for physicians to prescribe medicines, and for druggists to compound them, with the assurance of absolute accuracy.

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Your druggist today looks to us for many of the drugs, chemicals, and other medicinal preparations essential in compounding prescriptions. He puts unquestioning faith in any product bearing the Parke-Davis label.

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carry out without dissent all the commands of those commanders appointed by the Workers and Peasants Republic.

"I swear to hold myself back from any step, and to hold back my comrades from any step, which could lower the worth of a citizen of the Soviet Republic, and to direct all my thoughts to that great goal, the liberation of all workers.

"I swear to be ready at the first call of the Workers and Peasants Government for the defense of the Soviet Republic against all dangers and attacks from any of its enemies, and in battle for the Russian Soviet Republic, for the cause of Socialism, and the brotherhood of all peoples, to spare neither my efforts nor my life.

Acme Newspicture

THE FAIR SEX, TOO, ARE OUT TO SWAT THE WORLD'S HORRID BOURGEOISIE

This militia battalion of working-women marched in the big parade with which the Soviet power celebrated its tenth anniversary, and they seem to have acquitted themselves almost like men.

"Should I maliciously violate this, my solemn vow, so may I be rewarded by universal contempt and the stern punishment of revolutionary law."

Many of them, no doubt, had no idea what the words meant. The vast majority were illiterate. But reading and writing are an important part of Russian Army life.

After the ceremony the correspondents entered a regimental "study room," where they heard this "Red Catechism" propounded by the Communist instructor of the Fourteenth Division to two hundred men:

Q. "Why do we maintain the Red Army?"

A. "To save Russia from its enemies."

Q. "Who are Russia's enemies?"

A. "The bourgeois class throughout the world."

Q. "Where are your bourgeois enemies concentrated?"

A. "In England, France, and America."

Q. "Why must we prepare to fight our bourgeois enemies?"

A. "Because the bourgeois nations are fighting against Russia."

Q. "Why are the bourgeois nations fighting Russia?"

A. "Because they know that the proletariat class and the Red Army will establish a workers' and soldiers' government in their countries instead of the present capitalistic governments that rule them now."

At this point [*continues* Mr. Seldes] the regimental teacher of Communism digressed into the usual propaganda talk, lasting half an hour, after which he asked the questions of the catechism again, this time picking out soldiers at random to answer them.

A few minutes later, with the officers of the same division I was walking in the yard between barracks. It was slush underfoot, and in the shadows there were still piles of snow covered with black grime. But spring had at last come to Russia, and with spring . . .

"Devil take it," said the staff colonel, "I'd like to take a crack at somebody with this new army—Poland or Roumania—they're damned fresh, and the men are just aching for action."

Half an hour later, ten miles away, two squadrons of cavalry were trotted out for a cavalry charge and mimic battle—all to please and impress two American newspaper men. And then again . . .

"If people back there," said the Comrade-General, pointing to the invisible Kremlin, "would only let us try out the men in real action. The soldiers are willing and anxious."

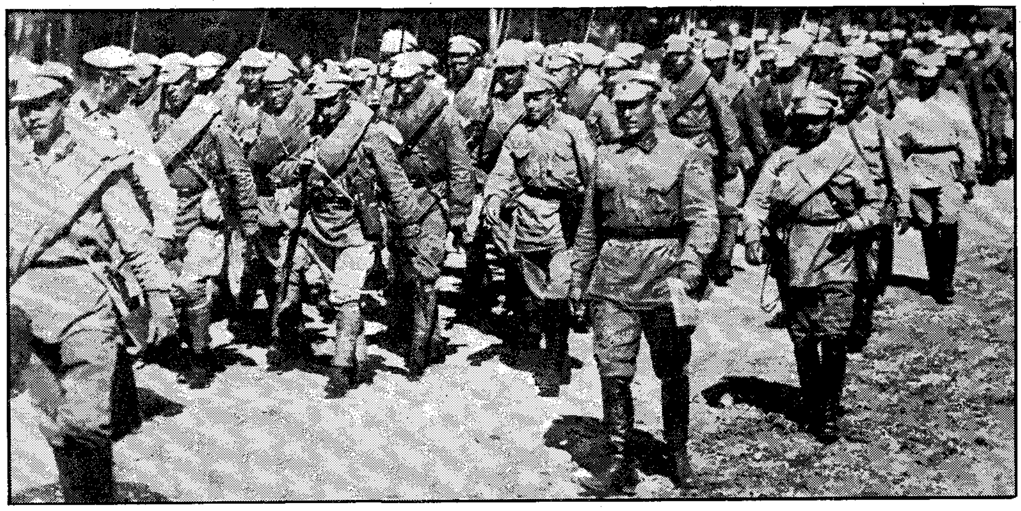
I visited the artillery, too, and I spoke to some of the young aviators who fly the Vickers Vimy bombers and the metal Junkers over Moscow. Everywhere the same thing. They wanted to fight somebody. They were young, they were full of Bolshevik propaganda; they were neither German nor French soldiers full of memories of the horrors of modern war. They wanted war.

And that is the biggest impression the Red Army made on me. In the Kremlin there had been a different opinion. Trotzky, the chief of staff schools then, Petrofsky, General Danielef, and the politicians who are not officers, were united in the idea that the time was not opportune for any war-making. One party even announced as Russia's policy: "To remain neutral, sell to both sides, and with the money build up the Russian Army." At all events, it was peace talk, not war talk, that you heard in diplomatic circles and the opposite in military circles.

The thing that imprest me, next to the process of Communizing the army and the war talk, was the statement that the artillery commander made. I was looking at the artillery park outside the barracks, and remarked on the number of guns—there were about fifty three-inch rifles and a half dozen larger pieces.

"Enough," said the general, "to blow them off the map in five minutes if they start any counter-revolution."

By "them" he meant any anti-Bolshevik elements which have not been executed, exiled, or terrorized into a state of helplessness in Moscow. In Moscow, some time previously, I had seen



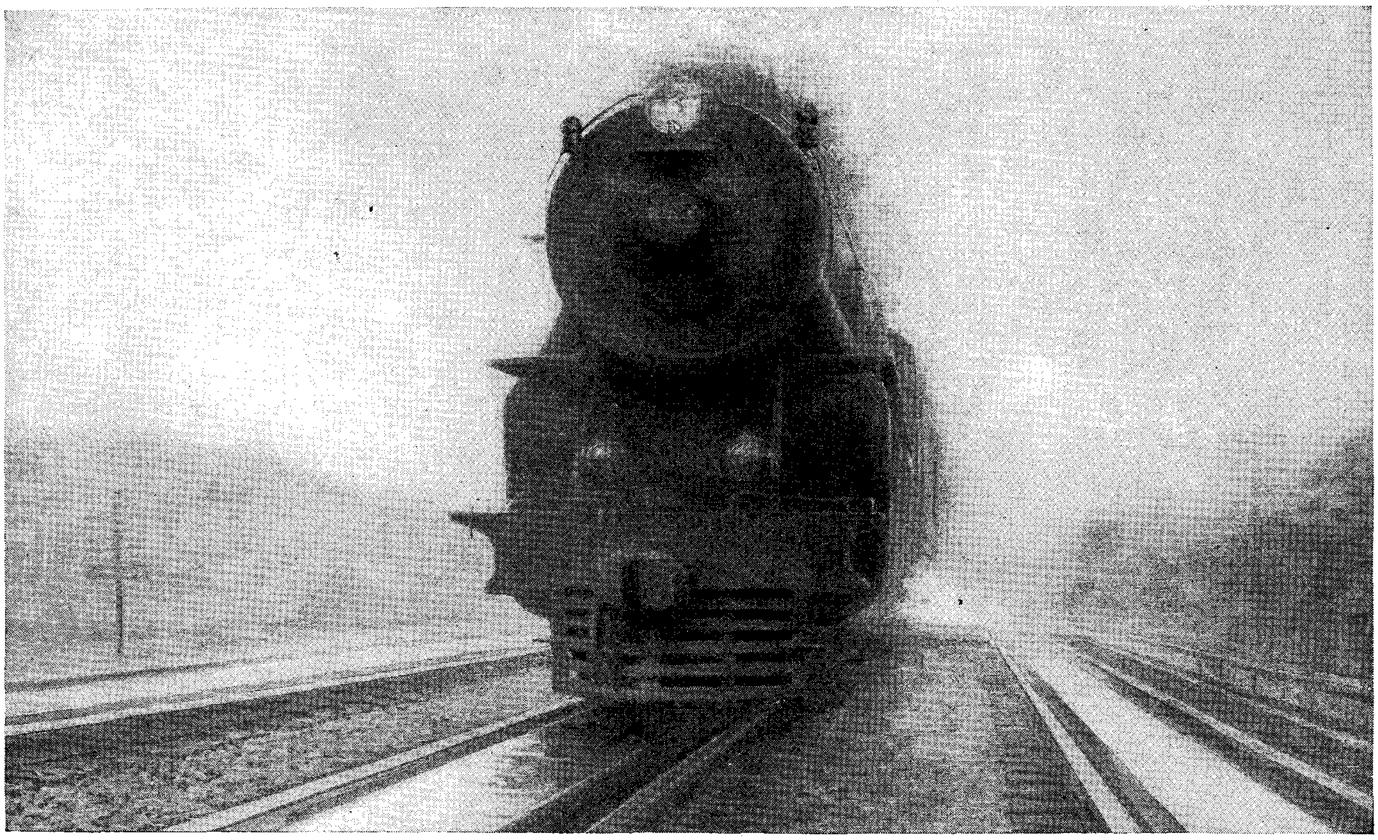
Acme Newspicture

WARRIORS OF THE WORKERS AND PEASANTS ARMY WORK HARD AT THEIR JOB

They are trained relentlessly in the most modern methods of warfare. Here we see some infantry on the march just outside of Moscow, plugging along with plenty of pep and looking quite soldierly.

THE BROADWAY LIMITED

[NEW YORK AND CHICAGO—20 HOURS]



The Flying Leader of the Largest Fleet of Trains in America

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"The Broadway is coming!" . . .

Signals flash from tower to tower—miles ahead of the speeding train. Switches click into place. Signal lights are set . . . All night, as you sleep, a thousand unseen hands guide your train—the engineman, trained watchers in the towers, track-walkers, telegraph operators . . .

Your safety! Your comfort! Your convenience! It's as if you had 10,000 unobtrusive genii protecting and serving you through every minute of this swift 20-hour run from New York to Chicago and from Chicago to New York.

Not only in the club-car, but throughout the Broadway Limited, there are all the conveniences of a private club—in the observation car, the unexcelled dining service—barber, shower-baths, valet, clothes pressing, manicurist, ladies' maid, ladies' lounge, writing desks, stationery, secretary and stenographer, terminal telephones, telegraph service, stock market quotations, reports of national and athletic events, newspapers and periodicals.

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To accommodate the busy man—during the period of "daylight saving time," April 28th to Sept. 29th—the Broadway Limited has advanced its schedule one hour, eastbound and westbound, as shown in the schedule below. Thus you arrive in either city bright and early, ready for the day's activities.

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Lv.	New York		
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	Hudson Terminal	1:55 P.M.	
	North Philadelphia	3:40 P.M.	
Ar.	Chicago		
	Englewood	8:30 A.M.	
	Union Station	8:55 A.M.	

Eastward Daily

Lv.	Chicago		
	Union Station	11:40 A.M.	Standard Time
	Englewood	11:57 A.M.	
Ar.	North Philadelphia	6:54 A.M.	
Ar.	New York		
	Hudson Terminal	8:42 A.M.	
	Pennsylvania Station	8:40 A.M.	

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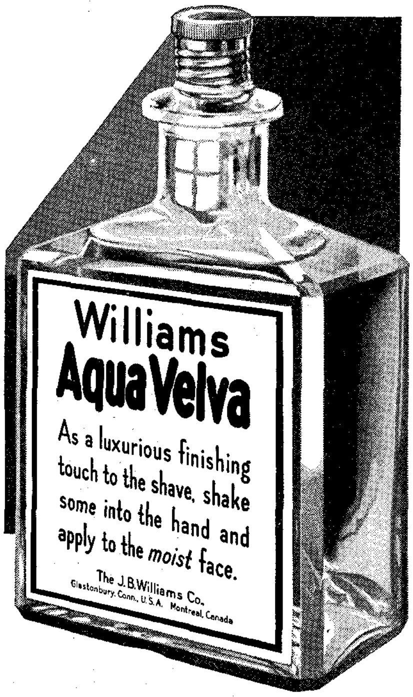
Williams
Aqua Velva
As a luxurious finishing touch to the shave, shake some into the hand and apply to the *moist* face.
The J. B. Williams Co.
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Make assurance doubly sure with

Aqua Velva

for After-Shaving!

***A**ssurance* that your shave will end pleasantly—

¶ *Assurance* that tiny nicks, cuts, abrasions, often unseen, will be cared for properly—

¶ *Assurance* that your skin will be toned up, invigorated, helped toward firmness and away from flabbiness—

¶ *Assurance* that your after-shaving preparation will do all that any other has ever done before—and a lot more—

- - assurance of all these things is made doubly sure by using Aqua Velva every morning!

¶ Made by the makers of Williams Shaving Cream, Aqua Velva *keeps* the skin all day as the Williams lather *leaves* it, flexible and *Fit!*

❦ ❦ ❦

¶ Start your summer mornings with Aqua Velva. Now and then through the day, if you feel a bit fagged, wash your face and apply Aqua Velva generously. Good treatment for the skin. Brightens up the day!

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Or a Free Trial Size by addressing:
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Glastonbury, Conn. and Montreal, Canada

Williams Aqua Velva

For use after shaving

PERSONAL GLIMPSES
Continued

some of the 80,000 armed workingmen. These men, mostly Communists, were being trained to suppress any counter-revolution, even if it came from the Army. And so the game went, Trotzky building up, arming, safe-guarding his Army through communistic teaching; and likewise building the Chekah Army, one to defeat the other, should it get out of control.

The best impression was made by the cavalry, which staged a demonstration for the visitors. As we read on:

"What would you like to see?" asked the cavalry Comrade-General, "some hurdle-jumping or a cavalry charge?"

We made the expected reply. The general smiled, rather pleased. "Let's warm up the forces first with a little jumping," and away galloped the general with his staff to join the cavalrymen.

They went through a maneuver, dividing into two squads, riding easily down the length of the parade grounds, meeting, parting, putting on speed. Then across the field they raced toward the hurdle, and over the top they went, a few feet and a few seconds apart. Two red soldiers immediately raised the pole a notch, and the performance was repeated.

Finally the pole was placed on top of the supports, and the general alone dashed for it. He was mounted on a wonderful mare, as wild an animal as ever carried a Cossack. But when he came to the pole, she balked. Stopt dead. The general was chagrined, but not angry. He called her by her pet name, but he did not give her the spur. And quite unexpectedly, the mare, standing on her hind legs, drew herself together like a crouching lion, and just leapt over the pole.

At the infantry division barracks we went through the building from basement to bedrooms. We started with the kitchens. Here as elsewhere every one snapt to attention, a bit ludicrously, to be sure, in their white aprons and hats, especially the chief cook, a little pot-bellied fellow, who probably never did or never will go through drill.

"Comrade-Commander-there-is-nothing-new-to-report-since-you-were-here-last." The cook delivered himself of the standard recipe all in a mouthful, the general smiled and shook him by the hand, and democracy was restored here also.

"Would you like to taste the food?" the general asked me.

What could I answer? I was a guest. I looked at the huge pots, at the not-too-clean dishes, and the pot-bellied cook in the dirty white apron, and said I would be delighted. This made everybody happy. A huge spoonful of soup was dipt up from the twenty-gallon vat and given me in a small bowl. There was a lot of cabbage, some pieces of onion, a considerable amount of fat, and some, to me, unknown ingredients in the bowl. I tasted. The soup was excellent—much better in fact than the soup served us daily in the Savoy.

"Now the kasha," said the general. The kasha is a mush made out of dark grain, which is used for feeding parrots and other birds. It, too, was excellent. Fortunately, the meat was not ready. It was the one suspicious part of the meal. I had previously seen chunks of frozen beef, looking very black and somewhat green in spots. I looked on the blackboard. Here is the red soldier's daily meal:

Bread	1½ pounds
Meat	½ pound
Soup	2 bowls
Kasha	Tea

"Do you give them anything to drink besides tea?"

"Alcohol, you mean?" replied the officer. "No. Not even a drink of rum when in action. But beer and wine are not prohibited. The national law is observed. No spirits containing more than 20 per cent. alcohol for any one. But we go further. We bar all alcoholic drinks in barracks while on duty. The soldiers may drink their beer and wine elsewhere, provided they do not get drunk. No, not a drop must be carried into the barracks. Our Army, in fact, drinks almost nothing, and no one complains."

Here the chief cook came up with a book much like a cheap autograph album, much-thumbed, dog-eared, and grease-spotted.

"If you like the food, please write to that effect," he said.

"I wrote Excellent," my name, New York, and the date in English in the columns provided, and the general, looking through the back pages, showed that a few days ago the word "Excellent" had been written, followed by the name "Trotzky."

Well, there can be no doubt that the Red Army is well fed and well clothed, better, one might say, than the average Russian, if in the average you include the masses of the underfed and the masses of the badly clad of the countryside. Certainly the Army is much better off than the average Moscow or Petrograd workingman.

Next to the spectacle of having a regiment drilled and cavalry put on a charge for two American newspaper men, what interested me most was the communizing process, of which the catechism is only a part. Every day in every way Communism was being instilled into the new Red Army. Take, for instance, such a thing as a "Communist roulette wheel."

The Communist catechism, you see, was school work—school work for young peasant sons of not too high a mental caliber. Undoubtedly they liked it no more than the boys in the little red schoolhouse who hear, roaring above the teacher's words, the springtime flooding river, and the loud invitations to play hookey.

The Communist roulette wheel is "a sort of Red Army Montessori idea," and we learn that it is played in the club-room of the barracks in the following manner:

There are some twenty numbers, and the wheel is spun until every soldier gets one. The number entitles the recipient to a typewritten piece of paper on which is printed a question:

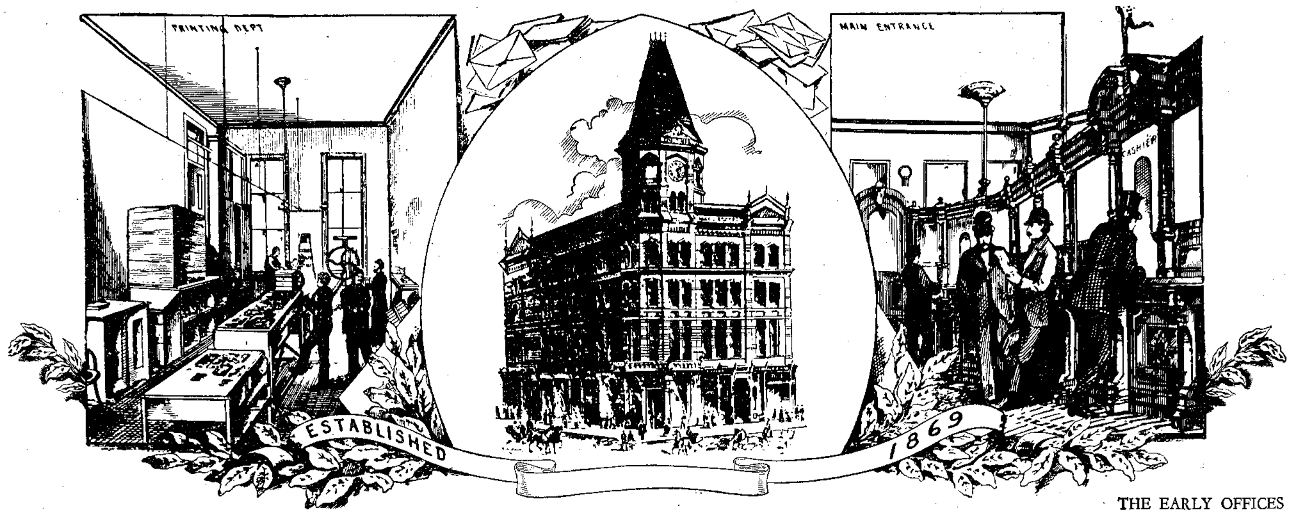
"What is the purpose of the dictatorship of the proletariat?"

"Why must religion be abolished?"

"What is the difference between the proletarian Red Army of Russia and the capitalistic armies of Europe?"

"Why must capitalism be destroyed and Communism be established throughout the world?"

To these questions the soldier may write an answer. It is not obligatory. It is a game. He writes an answer. For "correct" answers—the divisional Communist instructor is judge of the correctness—or for the best answer, the soldier gets a prize. The prizes, as I saw them displayed in a



THE EARLY OFFICES OF N. W. AYER & SON REPRODUCED FROM THE NEW YORK DAILY GRAPHIC MARCH 23, 1877

The Record of the Years

THE MONTH OF APRIL found the firm of N. W. Ayer & Son sixty years old. Comparatively few businesses in the United States are older. Indeed the growth of N. W. Ayer & Son has been the growth of advertising as an established business. Many of the practices that are standard in advertising today, much of the ethics of the profession, were pioneered by this house.

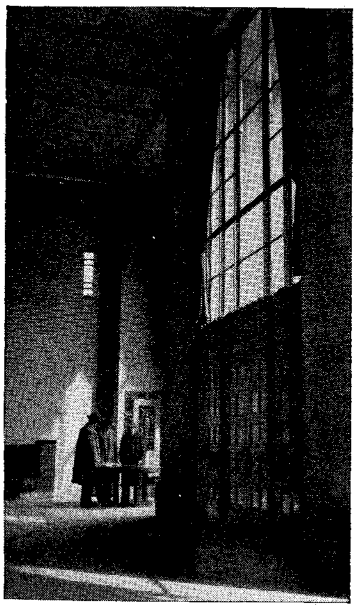
Sixty years of growth and expansion and realization in American life and business! During that time a nation has come of age with amazing rapidity and assurance. Woodland and prairie and desert have become farmland and orchard. Factories, among the marvels of all time, have produced utilities for a waiting multitude. Population has trebled. Transportation has kept pace—first the railroad, then the motor. . . . Who can tell all that the aeroplane will mean? Telephone and telegraph have made business life more efficient and personal life more agreeable. . . . Who can foresee the complete usefulness of radio and television? Wealth, national wealth, has increased enormously. Since 1900 it has quadrupled. But, unlike other nations which have enjoyed prosperity, America has not concentrated wealth in the hands of a chosen few. People in general are blessed with goods and services which were luxuries a generation ago. They enjoy comforts unattainable, undreamed of, in 1869!

Liberation from poverty has resulted in a hopefulness that stamps the American as unique among the citizens of the world. His optimism, his eagerness to accept the new product, the better method, has contributed largely to the prosperity which he enjoys. It has spelled success for businesses now flourishing. Just as surely it foretells the success of businesses which are today only dreams in the minds of their future founders.

During sixty years of stimulating association and accomplishment, N. W. Ayer & Son has encouraged the growth of business. It has been and is today part of many successes. The present finds its interests wider than ever before, its personnel more experienced, its working conditions notably improved.

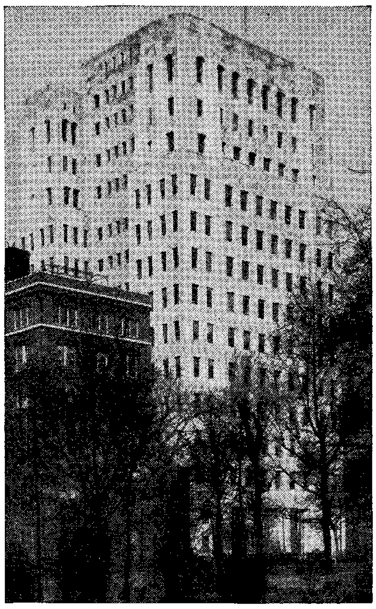
America is, and will continue to be, a nation responsive to advertising. The manufacturer who looks into the future may safely take this fact for granted. His only consideration need be how effectively, how brilliantly, can that advertising be done. N. W. Ayer & Son, Washington Square, Philadelphia. New York, Boston, Chicago and San Francisco.

STRICTLY OF THIS MODERN DAY IN PLAN AND DECORATION—A CORNER OF THE LOBBY OF THE NEW AYER BUILDING, PHILADELPHIA



A PART OF REGULAR SERVICE RENDERED—ADVERTISEMENTS FOR CUSTOMERS OF N. W. AYER & SON ARE SET IN THIS THOROUGHLY EQUIPPED TYPE SHOP

EXPOSED TO AIR AND SUNLIGHT—THE NEW AYER BUILDING STANDS AT THE WEST OF HISTORIC WASHINGTON SQUARE, PHILADELPHIA



case, consisted of pieces of soap, cheap razors, brushes, packages of biscuits, and other useful things.

Again, a few minutes later, in a barracks across the square, we came upon a girl teaching a group of peasant boy soldiers the rudiments of reading, writing, and arithmetic. But instead of the stuff that goes into little children's heads throughout the world, "I am a man," "I see a cat," "This is a dog," the Communist girl teacher was calmly writing:

"The Red Army is the instrument of the masses for conquering the world." "Death to the Middle Class Governments," "Down with the enemies of the Third International."

Everywhere, everywhere, the Communist idea pumped into the heads of the Communist Army.

No wonder that, asking an interpreter to read some of the soldier contributions to the bulletin board, which also served them as a regimental newspaper, I found the soldiers expressing themselves in an echo of their Communist instructors:

"Death to the bourgeoisie."
"Down with capitalism."
"Down with priests and the Church."
"Religion is narcotic for the masses."
"Long live the Third International."

These things I actually saw scrawled, painted, printed, in every barracks. Every barracks was decorated with pictures of Marx, Lenin, Trotzky, and scores of examples of the soldiers' art. These examples, in oil, water-colors, and pencil, are sometimes neutral subjects, rather exaggerated swallows singing over green fields, sometimes horrible cartoons of manlike monsters eating human beings, their fangs dripping blood. And these monsters are labeled either "Capitalism" or "The Greek Church."

Evidence of the anti-religious teaching campaign was to be seen on all the walls of the clubs and sleeping-quarters. I asked whether the Army officially conducted an atheistic movement. The officers said that was a private matter, but the League of Communist Youth had the right to preach anti-religion in the club-rooms.

In the club-rooms, general and private are of equal rank. Democracy in the relations of commanders and followers provides that the soldier must salute his officer only when on service or addrest. In the club-room there are no salutes known, nor is any official deference shown a general. My visit to the different branches gave me the feeling that there was a considerable amount of friendliness as well as democracy in the Army. This is encouraged. As the number of Czarist officers diminishes every day and the number of workingmen officers risen from the ranks increases, this democracy naturally increases. How it will affect discipline is hard to say. From the look of things, there is discipline in the barracks. Certainly orders are obeyed with considerable snap. In the maneuvers and on parade not only is there discipline but an increase in precision noticeable even to eyes which remain civilian (despite seeing the American Army through all its campaigns in France).

There is nothing mysterious about the Red Army. In accordance with the habits of European nations, however, the strictest secrecy is now being maintained about modern equipment, chemical warfare, and the aviation section.

Officially Russia announces to-day an Army of less than 600,000. But in addition there is the G. P. U. Army, the picked troops of the secret service, numbering between 100,000 and 500,000. In Moscow there are now about 100,000 armed Communist workmen; in Russia the total of Communist irregulars, half-trained, yet most reliable of all, is another 250,000. With the veterans of the World War, Russia has a force of two to three million men.

Russia needs heavy cannon, airplanes, tanks, gas, all the machinery of modern warfare. I have seen at least a hundred military airplanes and twenty British tanks being repaired in the vast railroad shops in Kharkoff. The officer there claimed there were a hundred in service. But there can be no question of the Soviet's lack of materials, and on this lack are based the Allied reports that Russia could not fight a modern war successfully.

Food, clothing, and propaganda have made the Army loyal. Trotzky's personality and his knowledge of military strategy were an important factor for years. Altho he has spent most of his life as a red agitator and writer, he has always been a student of military strategy, has written a book on Napoleon's maneuvers, and has been given credit for building the keenest morale and using the keenest military strategy in the numerous campaigns in which Russia defeated her enemies in the civil wars.

The Russian leaders, "who know the historic course of the French Revolution very well, and who see history repeating itself in many ways," have planned to avoid that chapter which Carlyle heads "A Whiff of Grape Shot." Reading on:

It was a whiff of grape-shot which put an end to the years of indecision and opened the way for the strong man, Napoleon, to seize the country and change the tenor of the Revolution. Russia has been determined never to let Trotzky do likewise.

In 1925 the Communist element in the Red Army was about 10 per cent., or 100,000 men in the then official Army. It was Trotzky's plan to make the Army and Navy 100 per cent. Communist. Much headway has already been made with the officers. So late as the Russo-Polish war the system was to retain an efficient Czarist officer in joint command of every unit with a Communist zealot, who watched, but who probably knew nothing of war-making. There is still a large group of old-time officers in the Red Army, but most of them are either professional soldiers who are not unwilling to fight for Bolshevism or the Communist converts. A notable case was General Budyenny, the famous Cossack cavalry leader, who was popular, a Communist, and later a member of the All-Russian Congress præsidium. The total Communist force in the Red Army in 1928 was estimated at 27 per cent.

All the new officers are proletarians, men risen from the ranks. "An officer," Trotzky once announced officially, "is a comrade who knows more than an enlisted man." According to Trotzky, the friendliest relations must prevail between officers and men not on duty, but the strictest discipline while on duty. The staff of a regiment was court-martialed for getting drunk in the presence of the enlisted men. Trotzky published the minutes of the court-martial throughout the Army and press.

Altho Trotzky claimed that the men and officers were all of one "class," the recruits are almost all peasant sons, the officers almost all industrial workers.

Almost every unit in the Army and Navy is "adopted" by some social organization. Thus the League of Communist Youth is the "owner" of the Navy, a sort of godfather which looks after the comfort and well-being of the sailors, hears their complaints, supplies extra food, clothing, reading-matter, and propaganda. Each big factory adopts a regiment, the All-Russian Congress Executive Committee adopts a division, etc. Another interesting fact is that Trotzky formed an all-Communist division of some 10,000 men, distinguishable by their blue helmets with red stars.

The views of Lenin on world-wide social revolution, regarding which some Russian leaders are optimistic, and for which, according to this writer, the Army is eager, were in contrast with general opinion. Mr. Seldes gives us these opinions of the dead Soviet leader in the course of a character sketch:

When he announced the occupation of Vladivostok and added imperialistically, "we will never give up a single conquest we have won," he seemed surprized by the sudden burst of nationalistic applause which followed. Frequently he dropt his voice, stuck both hands into his coat pocket, threw back his head, and said something ironic. Sometimes he spoke from the left side of his mouth.

The first time I heard and saw Lenin was the day of his first public appearance after his long illness, during which his death had been reported to a satisfied world several times. It was in the throne room of the Czars, in the Kremlin, full of tables, chairs and benches. The magnificent windows, the gilt and brocaded walls, and the painted ceiling alone reminded one of ancient splendors.

"I occupy a large portion of my time with American affairs," he said [later, while being interviewed, Mr. Seldes tells us]. "I am reading Pettigrew's 'Plutocratic Democracy' which an American friend sent me. It is a great book. I am interested in everything Senator Borah does and says. I watch all events regarding Japanese-American relations. I am interested in the American elections." Then he smiled again, and added:

"Your American newspapers frequently report me dead. Let them fool themselves. Don't take away the last hope of a dying bourgeoisie."

We tried to ask all the political questions we could think of, but he was nervous, and parried.

"How do you like Moscow? Not quite like New York?" He laughs quietly as if ashamed of his Babbittry.

On another occasion he showed the same stubborn prejudices which characterize all the revolutionary leaders.

"When is the war between Japan and America coming?" he asked. He was assured there would be no war, because there are no causes for war. "But there must be war," he insisted, "because capitalist countries can not exist without wars."

While Trotzky and all the small orators in Russia were snapping at America, Lenin, who was wise and who had a sense of humor, saw the futility of a radical movement in the prosperous United States.

"You might as well shoot peas at the rock of Gibraltar as to arm the counter-revolutionaries against us," he said, "and in America it is the same: do you think the weak handful of Communists we have there can upset the American form of government by talking much and by making futile little plots?"

ON DISPLAY
JUNE 1st

Marquette

BUILT BY BUICK

A NEW SIX AT A PRICE
WITHIN THE REACH OF MILLIONS

The new Marquette, priced within reach of millions—and offered in addition to the famous group of Buick cars—will create an entirely new standard of value among low-priced sixes.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

ROBBING THE CRADLE FOR A UNIVERSITY "PREXY"

"I WISH I WOULD GET BALD-HEADED," said the young man. "I get so sick of hearing that I am young. People come into the office and when they see me they laugh. President Angell said in a speech that Yale had robbed the cradle to get a secretary. I replied that I wanted every one to know that I had a birthday last week and am now twenty-four." That was in 1923, we read in the New York *Evening World.* By the time he was twenty-eight, the irritated young Secretary of Yale was Dean of the University's law school. Now that he is thirty, he has been made President of the University of Chicago, the world's youngest head of a major educational institution. In devoting himself to education, Robert Maynard Hutchins runs true to family form. His father is President of Berea College in Kentucky. A younger brother is head of Yale-in-China. Another brother is a master in a preparatory school. But young President Hutchins's life has included other things than education. During the World War he won the Italian War Cross for bravery under fire. When he came out of the Army, hard up, he worked in a factory, swept floors, tutored, and kept books to finish his education at Yale.

Perhaps the wiseacres shook their heads, observes the Richmond *Times Dispatch,* at this case of what some might call "cradle robbing," but the appointment has brought forth general approval. Also we are reminded that Drs. William Rainey Harper and Charles W. Eliot were young, too, about thirty-five, when they became presidents of Chicago and Harvard, respectively. And even younger men than President Hutchins have headed educational institutions, as the Springfield *Republican* shows us in this editorial:

International Newsreel photograph

IN PRIVATE LIFE, TOO, HE HAS HIS HANDS FULL

Here are President Hutchins, his wife, and their daughter, Frances.

> "Until some young scamp came along and took the honor from me, I was the youngest college president ever elected." So spoke the late Speaker Champ Clark of Missouri, who always regarded William J. Bryan as having prevented him from also being President of the United States. Mr. Clark was addressing in ponderous tones the national House of Representatives in regard to his personal history, in which, as a theme of oratory, he took a peculiar interest.
>
> Mr. Clark, who was born in 1850, was made president of Marshall College, in West Virginia, when he was twenty-three and, according to the autobiographical note which he wrote for the Congressional Directory, held the record as the youngest president "for twenty-two years." It was not until 1895 that the "young scamp" came along and was elected president of some college at an age less than twenty-three. Unfortunately, Mr. Clark did not say who the "scamp" was, or what his college.

"Youth will be served" has been the usual comment on the honor paid to young Mr. Hutchins; and we have had recalled to us many other young men who have won distinction. For example, we read in the St. Paul *Pioneer Press:*

> It would be possible to turn to S. Parker Gilbert, who, at thirty-one, was Secretary Mellon's right-hand man at the United States Treasury, and who at thirty-four was made Agent-General for Reparations with the economic strings of the European Continent in his hands. There would be very little difficulty piling up evidence that the new world belongs to the young man.
>
> But all generalizations are dangerous, and probably there never was a time when youth was not esteemed for its merits. Back in the slow-moving eighteenth century, Pitt became Prime Minister of England at twenty-four, and two generations later, in the easy times of Queen Victoria, John Thaddeus Delane became editor of the London *Times* and thereby one of the most potent political powers of Europe, also at the age of twenty-four. A meteor can flash across the sky at any moment. The question to-day, as ever, is not how young or old a man is, but what can he do?

"Prexy" Hutchins does not explain his startling success by falling back on the time-honored tribute to hard work and devotion to duty. "I got the breaks," he told Boyd Lewis in an interview for the United Press, quoted from the New York *Telegram,* in which we read:

> He says modestly that the decoration the Italian Government gave him for bravery as an ambulance driver during the War was because he was an American—"and most of us got some sort of a cross."
>
> He professes not to know why the Yale Corporation chose him as secretary before he was graduated from college. He says he can't account for his appointment as dean of Yale Law School soon after his graduation from the school.
>
> His appointment as president of the University of Chicago "stunned" him, he says.
>
> "I can't explain it unless it's simply that the 'breaks' have all been in my favor," he explained modestly.
>
> Dean Hutchins has no hobbies. His only love is his family—he has a wife and baby daughter. His work is "just a habit," Hutchins says.
>
> He has no outstanding enthusiasms. He doesn't care for athletics, fiction, or the theater. He is "interested" in the task which he will undertake July 1, but he won't admit that it "thrills" him.
>
> For all his youthful appearance, there is little of the boy about Hutchins. The bitter struggle of his college years and the responsibilities beyond his age that he shouldered later have killed any "play spirit" he might have had.
>
> Hutchins has a certain humor. He smiled as he recalled a recent tilt with a Justice in Washington.
>
> He had been called to Washington with Prof. Charles E. Clark, of the Law School, to tell President Hoover about the four-year inquiry into the American judicial system now being conducted by the school. He encountered the Justice.
>
> "So this is the 'boy dean' of Yale," said the Justice. "I suppose you still teach your students that all judges are crazy."
>
> "No," Hutchins replied quietly. "We let them find that out for themselves."
>
> "The Chicago job is the biggest I've ever faced," he confessed later. "I don't think I'd ever have the nerve to undertake it were it not for the fine cooperative spirit in the university. Happily I will have the guidance and help of Frederick C. Woodward, acting president, who will continue as vice-president, and Harold H. Swift, chairman of the board of trustees.
>
> "I have waited on table, washed dishes, worked in a factory, and organized a cooperative tutoring school," he said when questioned about other jobs he had undertaken. "But I wouldn't advise a student to work as hard as I did. It burns up his energy."

PACKARD

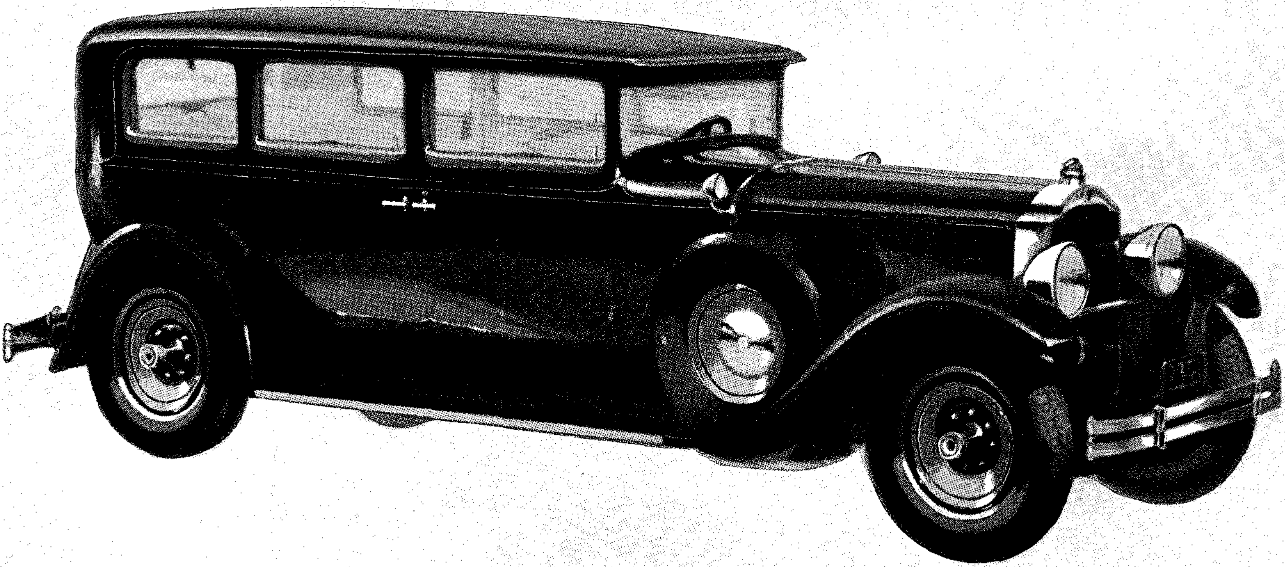
To the golden voice of Jenny Lind a cultured American public paid immediate and merited homage

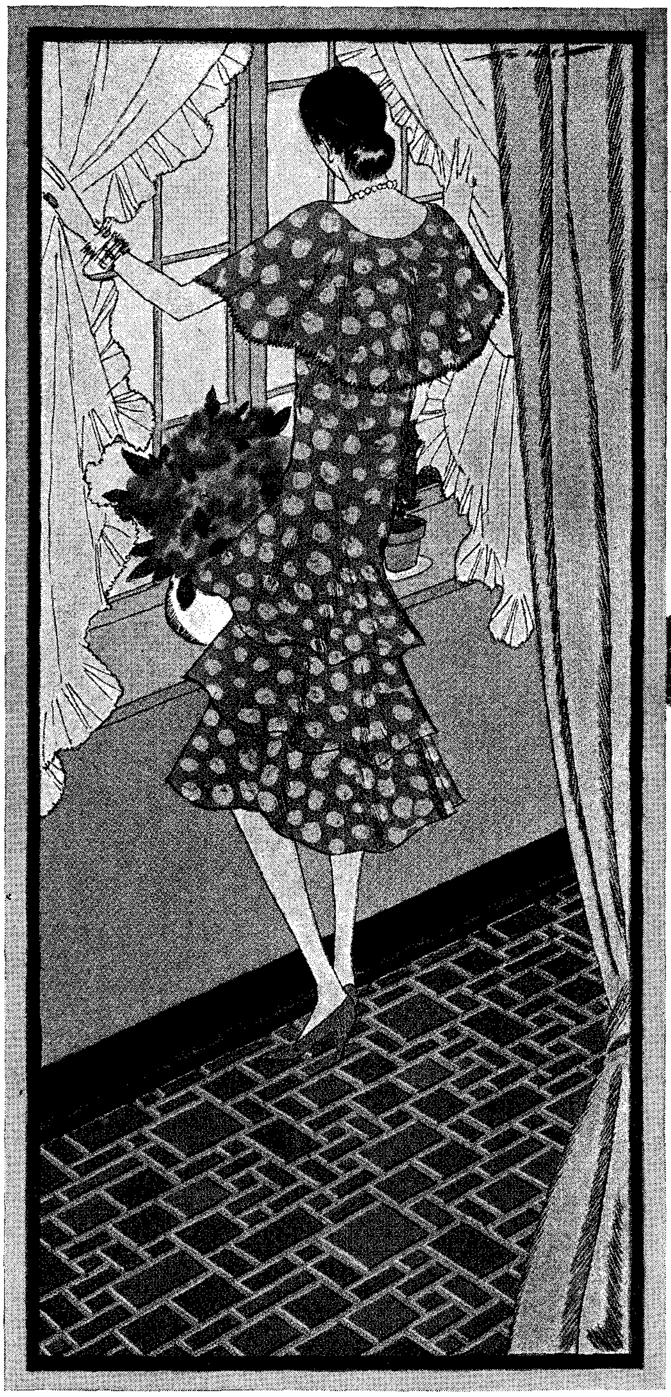
The discriminating public is quick to acclaim supreme merit, in song, in architecture or in the building of a motor car—eager to take true genius unto itself, prompt to reward unique achievement.

Thirty years ago Packard cars won an immediate acceptance among those of taste and discernment. Throughout the years this appreciation has steadily grown. For Packard, proud of its quality reputation, has sought through continual refinement and improvement of Packard cars to maintain its world-acknowledged position.

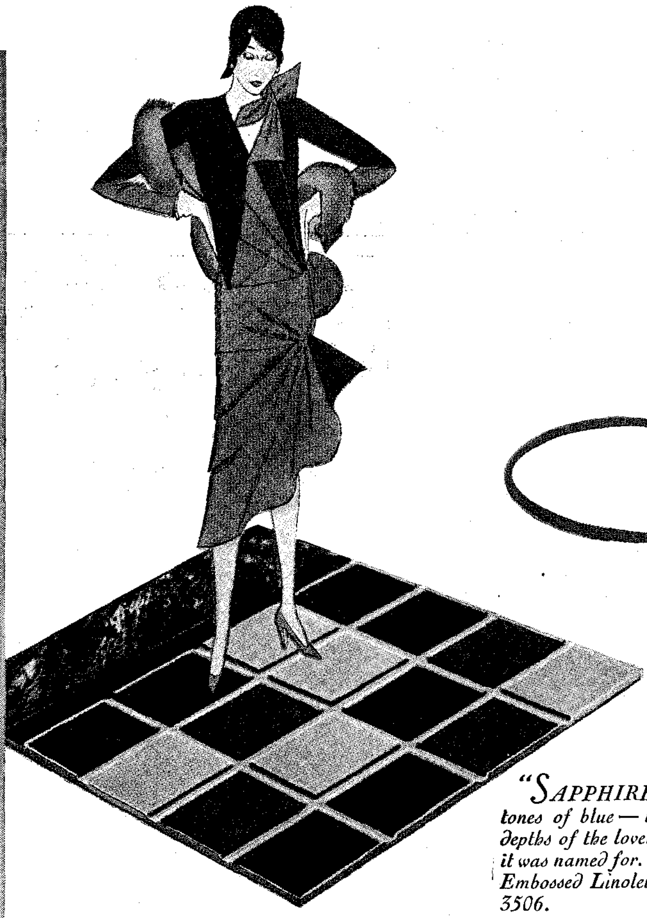
Packard cars today are finer than any of the famous Packards of the past. Ownership is more desirable than at any time in Packard's long and successful history. So it is that Packard is now enjoying its greatest and most gratifying patronage.

ASK THE MAN WHO OWNS ONE





"RUBY" . . . *a faithful replica of a century-old French floor. Sealex Embossed No. 3500.*



"SAPPHIRE" . . . *tones of blue—like the depths of the lovely jewel it was named for. Sealex Embossed Linoleum No. 3506.*

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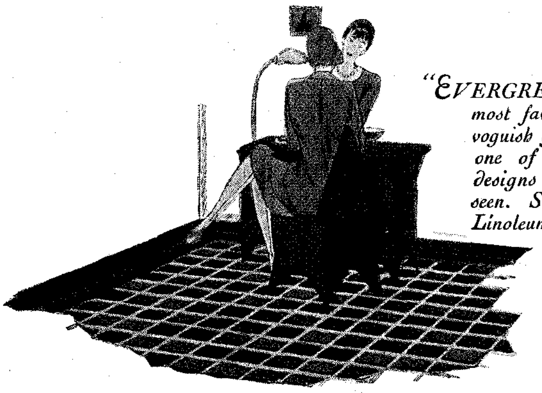
QUITE the latest development in colorful up-to-date floorings—the new *Sealex Embossed Straight Line Inlaid Linoleum.* It is being featured just at this time by better class department, furniture and linoleum stores throughout the country.

Here at last is an *embossed linoleum* whose realistic "raised" tiles and clean-cut "mortar joints" faithfully recreate the charm of time-mellowed, old-world floors. There's a tempting array of smart designs and beautiful colorings to choose from—clear jewel tones; the richest of delicately veined, rare marble effects; soft, shadowy hues of velvety loveliness—patterns for every room.

So splendidly practical, too, in its ease of cleaning.



"EVERGREEN" . . . *the most favored shades of voguish green make this one of the loveliest designs you have ever seen. Sealex Embossed Linoleum No. 3508.*

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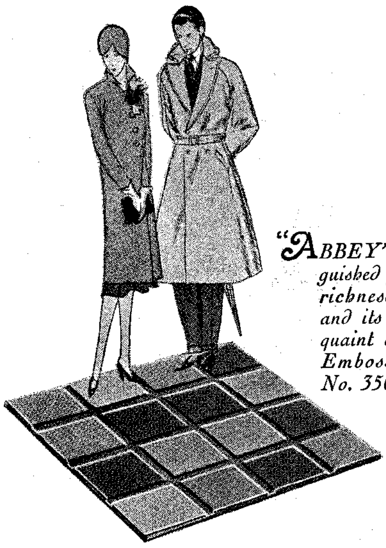
SEALE

REG. U.S. PAT. OFF.

FREE—A book on home-decoration by Winnifred Fales. Contains many sug to adapt the new trend in decoration to your own home. A scientific Color comes with the book. Address Congoleum-Nairn Inc., Kearny, N. J.—use this coup



"ABBEY" . . . distinguished for its velvety richness of colorings and its atmosphere of quaint charm. Sealex Embossed Linoleum No. 3507.

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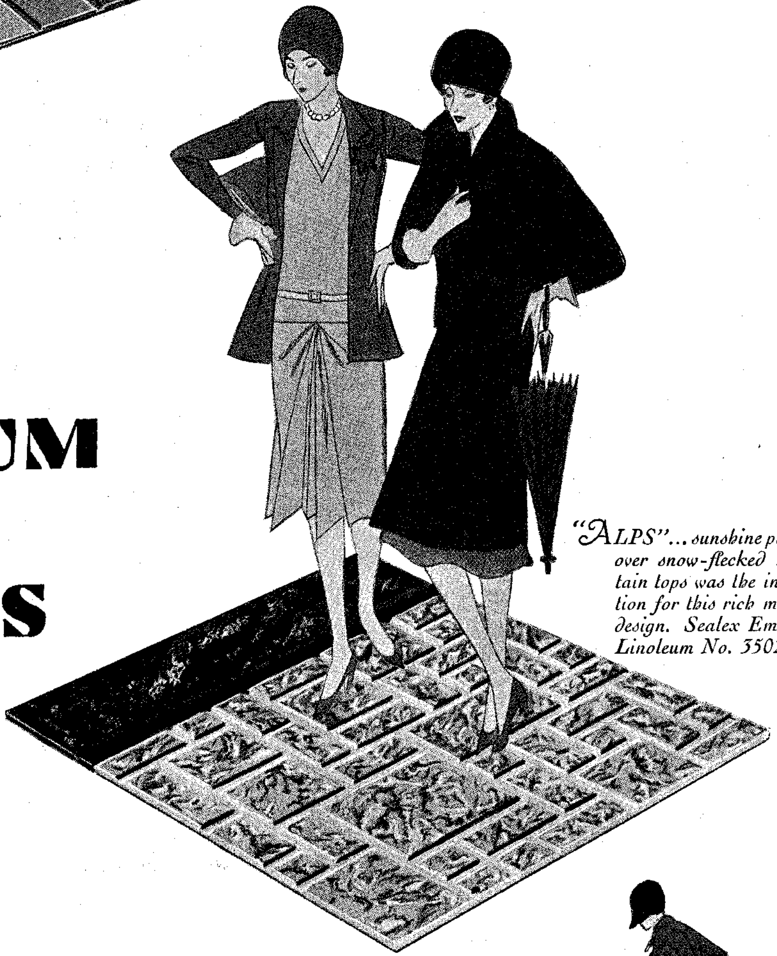
OSSED LINOLEUM

c "RAISED" TILES

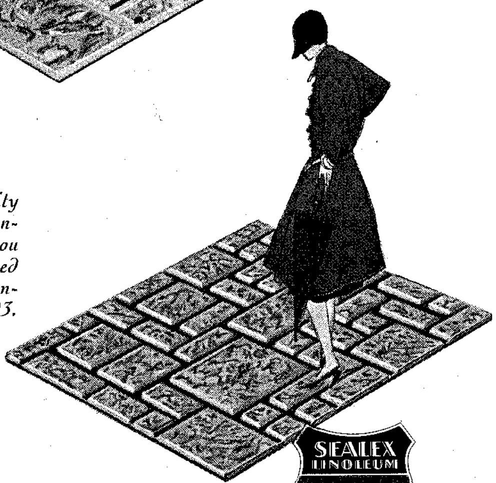


"ALPS"... sunshine playing over snow-flecked mountain tops was the inspiration for this rich marbled design. Sealex Embossed Linoleum No. 3502.

e all *Sealex Linoleums* this new embossed
, is made by the exclusive *Sealex Process.*
ingenious method of manufacture penetrates
htly seals the tiny dirt-absorbing pores of the
ıl, producing a spot-proof surface which
nnot discolor—which grease and liquids
stain. This process also builds strength
ıg-life throughout the material and gives
ors a rich, velvety lustre.

t fail to take advantage of this timely oppor-
o see this newest of *embossed linoleums!*

LEUM-NAIRN INC. *General Office:* KEARNY, N. J.
Philadelphia Chicago Boston Pittsburgh
isco Minneapolis Kansas City Dallas New Orleans Atlanta



"CHATEAU" . . . the dignity and distinction of old baronial halls are brought to you in this beautiful, richly veined marbled effect. Sealex Embossed Linoleum No. 3503.

SEALEX LINOLEUM

)SSED

Stain-proof—Spot-proof—Easily cleaned

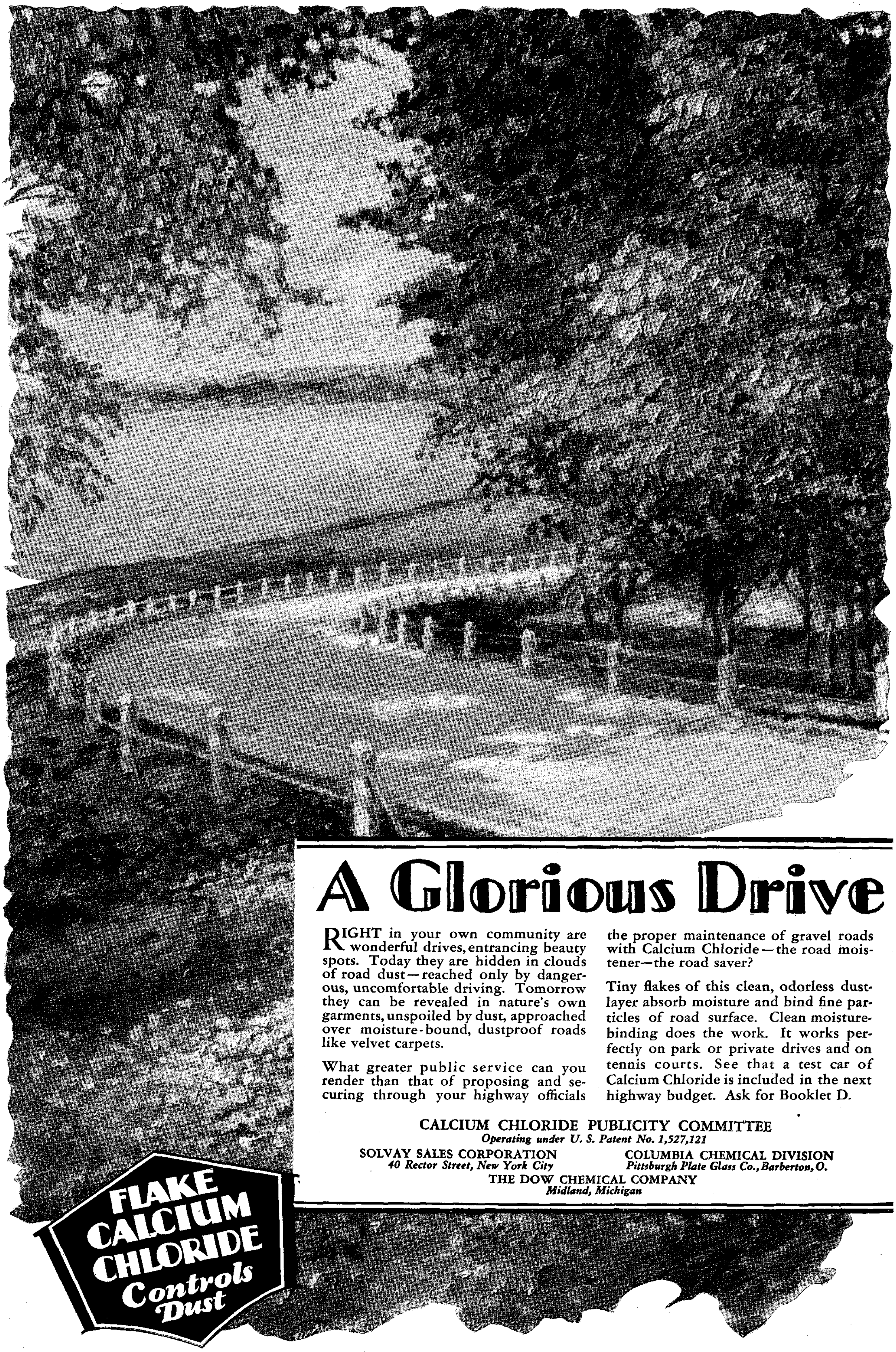
LINOLEUMS

REMEMBER the name "Sealex." This shield appears every few yards on the face of all Sealex Linoleums.

Name..

Address..

© 1929, C. N. Inc.



A Glorious Drive

RIGHT in your own community are wonderful drives, entrancing beauty spots. Today they are hidden in clouds of road dust—reached only by dangerous, uncomfortable driving. Tomorrow they can be revealed in nature's own garments, unspoiled by dust, approached over moisture-bound, dustproof roads like velvet carpets.

What greater public service can you render than that of proposing and securing through your highway officials the proper maintenance of gravel roads with Calcium Chloride—the road moistener—the road saver?

Tiny flakes of this clean, odorless dust-layer absorb moisture and bind fine particles of road surface. Clean moisture-binding does the work. It works perfectly on park or private drives and on tennis courts. See that a test car of Calcium Chloride is included in the next highway budget. Ask for Booklet D.

CALCIUM CHLORIDE PUBLICITY COMMITTEE
Operating under U. S. Patent No. 1,527,121

SOLVAY SALES CORPORATION
40 Rector Street, New York City

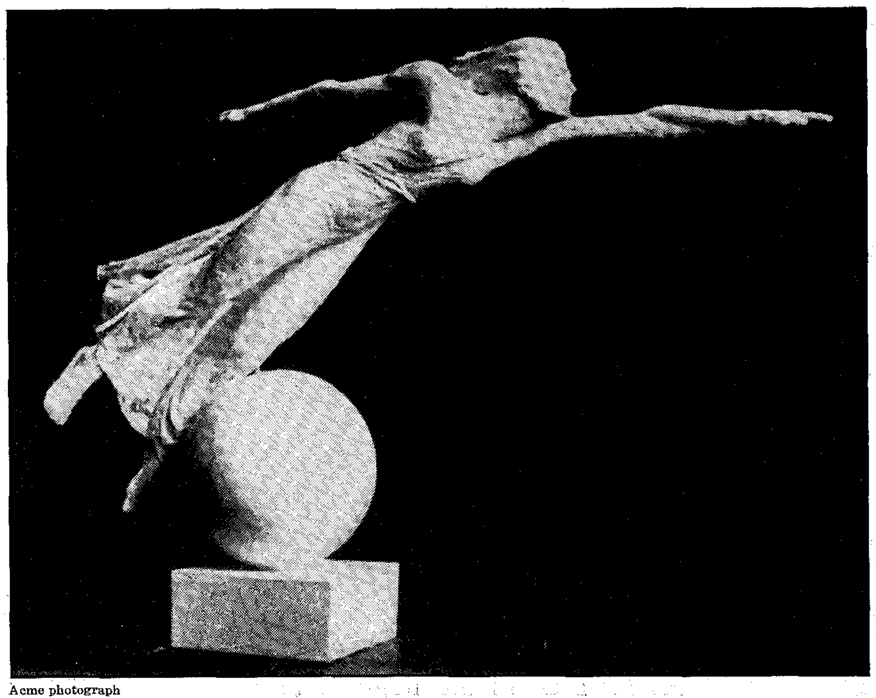
COLUMBIA CHEMICAL DIVISION
Pittsburgh Plate Glass Co., Barberton, O.

THE DOW CHEMICAL COMPANY
Midland, Michigan

FLAKE CALCIUM CHLORIDE Controls Dust

THE JOYOUS GAME OF SENDING GIFTS TO "LINDY"

A PRICELESS PERSIAN MANUSCRIPT of the Koran; a ten-pound twist of very special chewing tobacco; a beautiful piece of hand-made filet lace "showing the hero's plane worked out with considerable skill," by the fingers of a coal-miner's wife; medals, medals, medals; watches, watches, watches; an airplane cut from a single diamond; crucifixes, canes, boxing-gloves, boots, tooth-paste, and tapestries—and the cry is still "they come!" Already they fill a special wing in a museum; but will that wing be large enough to swallow the new wave of votive offerings that is expected to be launched by the news of the hero's wedding day? Probably not, say the worried custodians, already sensing the first signs of the deluge. And observers of thoughtful mold give heed to the human side of the phenomenon whereby Lindbergh is generally assumed to have received, in a given time, a greater number of spontaneous, personal gifts than any other unofficial person in history. "Five centuries have been required to make a saint of Joan of Arc," writes Marquis W. Childs in the New York *Herald Tribune* Magazine, "but in two years Col. Charles A. Lindbergh has become a demigod." And one is reminded of the primordial custom of hanging votive offerings on the images of deities and saints. From which it is an easy transition to the presents showered upon the President of the United States, and upon monarchs and prelates, by the great and the humble alike. In many cases such tributes involve a sacrifice; and when they are bestowed upon a young man of the people, whose valor is his single title to homage, and from whom nothing is to be feared or desired, they exhibit, we are reminded, a profound human impulse in its purity. "It would seem that a number of people had singled out the most exquisite and rare thing they owned, and had forwarded it to Lindbergh." And in another place Mr. Childs observes, after reviewing the collection:



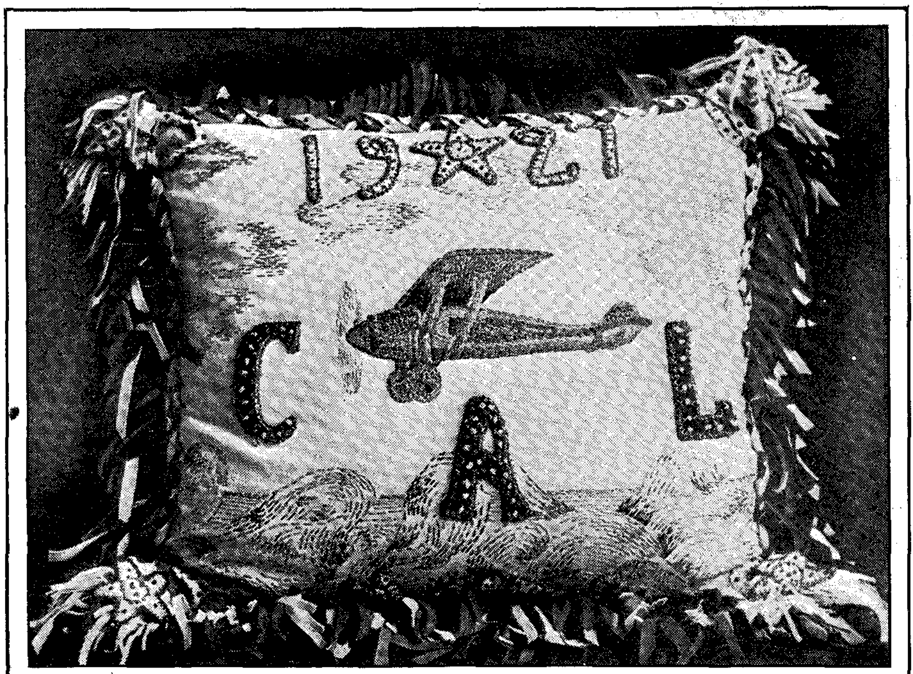
Acme photograph

TROPHIES! TROPHIES! TROPHIES! THIS ONE IS INTERESTING

It announces the world-wide admiration of Lindbergh's brother birdmen, having been presented to him by the International League of Aviators for the best air achievement of 1927.

> As a symbol, Lindbergh, as this exhibition of trophies aptly proves, is all things to all people. He represents the secret longings of millions of souls, the concrete realization of their dreams. In him they see the personification of an ideal. Hence they demand that every detail of his private life be known to them.
>
> This leaves him, of course, almost no privacy, a fact to which his friends say he will never become reconciled. They declare that he would far rather fly to Paris again, and fly back, too, than to live over again the ordeal that the last two years have meant to him; the ordeal implied by the Lindbergh collection of trophies, the ordeal of deification into the figure of a colossal international hero, a figure to which he himself must all his life pay tribute.

The tangible evidence of that "deification" was found by Mr. Childs in "the collection known as the Lindbergh trophies, which now occupy an entire wing in the Jefferson Memorial Museum in St. Louis." He records the fact that in the beginning Colonel Lindbergh was opposed to the public display of the trophies, inasmuch as:



Wide World photograph

PILLOWS! PILLOWS! PILLOWS! HERE'S A GRAND SPECIMEN

Rich but not gaudy, it is handsomely embroidered in colors and symbolizes feminine admiration for a hero much better, perhaps, than it would conduce to his repose.

> He could scarcely be brought to believe that there could be very much interest in them. He finally consented that they should be put on display for ten days. During that time 80,000 persons came to see them. Queues extended for a half block or more; one day there were 15,000 in line.
>
> Lindbergh was convinced, and somewhat embarrassed. In the first year it was estimated that 1,495,000 people viewed the exhibit, and the figure at the end of the second year will be well over 2,000,000. There are almost always queues, and the interest shown has been compared, editorially, with the never-failing attraction exerted by Napoleon's tomb. The visitors' book contains names from all over the world.
>
> Almost every city of size in the United States and a large number of national societies, clubs and conventions have requested a loan of the exhibit. Lindbergh has denied these requests. Aside from the fact that the exhibitions would set off a whole new series of press reports, he

CHRYSLER MOTORS

What is the Source of all This Success?

NO STREAM can rise above its source, nor can a business aspire to a larger scope and a richer, higher service than are definitely visioned by the ideals of the founder.

As far back as the beginnings of Walter P. Chrysler's first car, he laid down a program so pretentious in its conception and so far-reaching in its aim that realization, even to the most optimistic, seemed to be inevitably deferred to the remote future.

With those whom he associated with him, he determined to create motor cars in a wide price range, each car to challenge every other in its field for appearance, performance and value.

Surely no manufacturer ever set before himself a loftier goal than that subscribed to in this Chrysler covenant—to render *better public service.*

DIAMOND HAMMER *The Scleroscope, or diamond hammer, registers the hardness of finished material. This is one of hundreds of tests which Chrysler Motors employs.*

The results of the acceptance of that high mission are now evident. Unprecedented expression of public confidence led to the formation of Chrysler Motors, a natural grouping of all the vast Chrysler properties under one active, personal direction.

There followed huge group purchases of raw materials assuring greater dollar-for-dollar value. Finer engineering was the fruit of collective research. Interchange of manufacturing ideas and ideals enabled Chrysler Motors to spread the benefits of its unique policy of Standardized Quality over all its products.

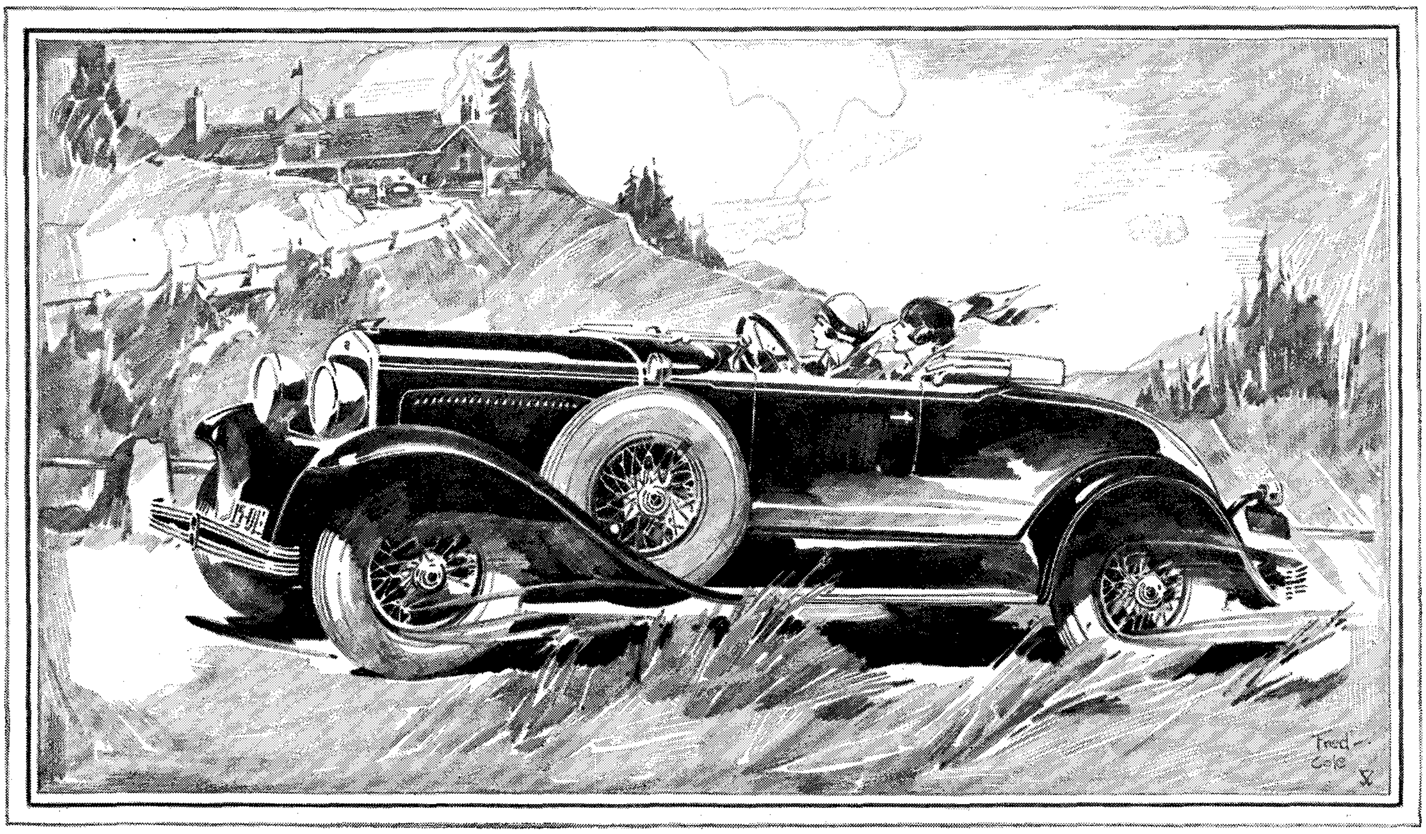
The total result has been ever new beauty, greater performance, higher quality and value, with every season bringing fresh proof of the success of Chrysler Motors plan to render a better public service.

CHRYSLER "75" · CHRYSLER IMPERIAL · CHRYSLER "65"
DODGE BROTHERS SENIOR · DODGE BROTHERS SIX
DE SOTO SIX · PLYMOUTH
DODGE BROTHERS TRUCKS, BUSES *and* MOTOR COACHES
FARGO TRUCKS *and* COMMERCIAL CARS
CHRYSLER MARINE ENGINES
All Products of Chrysler Motors

FOR BETTER PUBLIC SERVICE

DRURY COLLEGE LIBRARY
Springfield, Missouri

ENGINEERING LEADERSHIP *the secret of* CHRYSLER'S PERFORMANCE LEADERSHIP



CHRYSLER "65" ROADSTER (*with rumble seat*), $1065. *Wire wheels extra.*

THE very name of Chrysler denotes a new and finer performance—a dashing road-behavior that the best efforts of an aroused competition have failed to equal or even approximate.

From the very first, Chrysler performance has out-distanced all existing standards. That means not only speed, smoothness, acceleration and ease of handling and control, but also safety, durability, long life and economy of maintenance and operation.

This singular and significant leadership in performance characterizes Chrysler cars today—"75" and "65"—even more markedly than it typified the original Chrysler of five years ago.

During five years, Chrysler engineering has been constantly widening this margin of superiority. Not only in performance, but also in beauty and in value, Chrysler remains unequalled. Consequently Chrysler is daily winning added hosts of friends as witnessed by the increasing thousands of Chrysler cars on the road today.

CHRYSLER "65"—*Business Coupe, $1040; Roadster* (*with rumble seat*), *$1065; 2-Door Sedan, $1065; Touring Car, $1075; 4-Door Sedan, $1145; Coupe* (*with rumble seat*), *$1145.* CHRYSLER "75"—*Royal Sedan, $1535; Coupe* (*with rumble seat*), *$1535; Roadster* (*with rumble seat*), *$1555; Town Sedan, $1655; Crown Sedan, $1655; Convertible Coupe* (*with rumble seat*), *$1795; 5-Passenger Phaeton, $1795; Convertible Sedan, $2345. Wire wheels extra. All prices f. o. b. factory.*

CHRYSLER

CHRYSLER MOTORS PRODUCT

Pipe jurors Attention!

If you want to give your favorite pipes a fair trial, start them all at scratch with Sir Walter Raleigh's favorite smoking mixture. It's milder than most, it's rich and mellow, and its fragrance is kept fresh by the heavy gold foil that lines the tin. Let Sir Walter show you how good *your* pipe can be.

LIMITED OFFER
(for the United States only)
If your favorite tobacconist does not carry Sir Walter Raleigh, send us his name and address. In return for this courtesy, we'll be delighted to send *you* without charge a full-size tin of this *milder* pipe mixture.
Dept. 33, Brown and Williamson Tobacco Corporation
Louisville, Kentucky

B&W

SIR WALTER RALEIGH

Who discovered how good a pipe can be

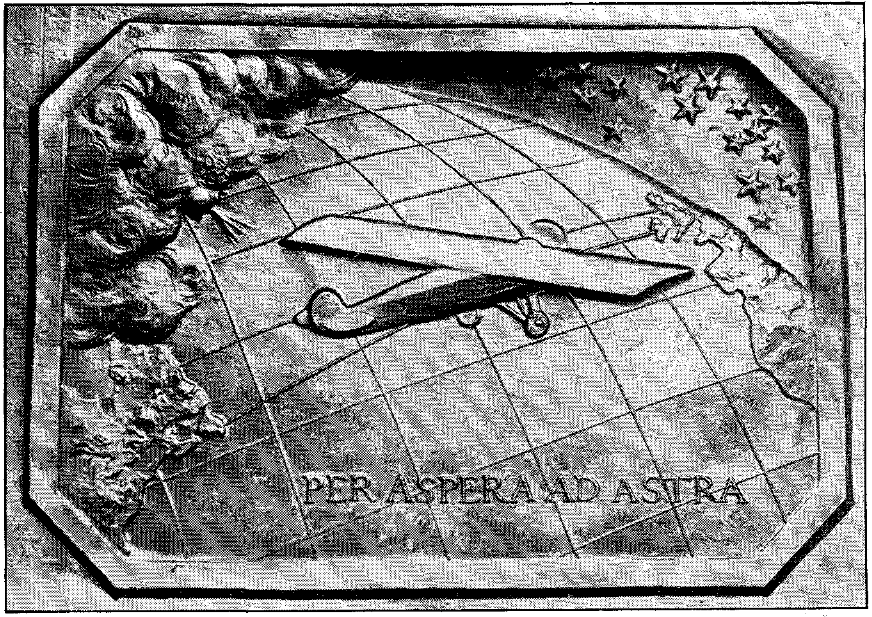
It's milder

PERSONAL GLIMPSES

Continued

is said to oppose transportation of the trophies because of the risk involved. While insurance could be obtained to cover their actual value, they are irreplaceable.

The citizens of Reading, Pennsylvania, presented Lindbergh with a huge silver cup; the citizens of Sacramento, California, with a watch fob of native California gold; the citizens of Springfield, Illinois, with a watch; the citizens of Johnstown, Pennsylvania, with a gold fountain pen set with diamonds; the City of Boston with a replica of the "Appeal to the Great Spirit" of C. E. Dallin; the citizens of Seattle, Washington, with a gold ring set with an amethyst; the citizens of Moline, Rock Island and Davenport with a silver ring; the American residents of Mexico City with a silver platter; the citizens of Fort Worth, Texas, with a large oil painting of his mother; the Army of Guatemala with a silver inkstand; the American colony in Costa Rica, with a five-piece tortoise-shell desk set, the Borough of Brooklyn, with a silver platter; the city of Providence, Rhode Island, with a chest of 197 pieces of sterling silver; the citizens of Fargo, North Dakota, with gold engraved cuff links. These lists are not complete.



Acme photography

MEDALS! MEDALS! MEDALS! THIS ONE CAME AT A BANQUET

'Twas given him by the Aeronautical Chamber of Commerce, with every kind of compliment.

In that section of the collection given over to personal tributes the dominant impression is that of the intimate relationship existing between the hero and donor—existing on the part of the latter at least. From a Dr. Procousky, of Teheran, Persia, came a superb illuminated manuscript of the "Saado," and a Persian manuscript of the Koran, dating from 928 A. D.

And here we learn about the piece of lace from "A Coal Miner's Wife," who sent with it the following letter:

"Col. Charles A. Lindburg
"Dear Sir,

"Please accept the inclosed Emblem of the Spirit of St. Louis as a token of my best wishes for your continued success in Aviation.

"Hand made by myself for you.
"The Greatest Hero of all times.
"Respt. yours,
"Mrs. J. W. Garrett
"Gallagher,
"West Va."

An enormous twist of tobacco, weighing perhaps ten pounds, and most carefully shaped, was sent from Springfield, Tennessee, with this letter:

"Col. Charles A. Lindberg,
"St. Louis, Mo.

"You flying Fool.

"Chas do not know about your habits, but a fellow flying like you should chew Tobacco, sending you twist for your next HOP-OFF, this is very fine tobacco, prepared especially for you, its strong but good chewing Tobacco.

"If you use tobacco and like it we have plenty let us know your wants, if you do not use tobacco this is enough.

"Charley should you get tired of citys, want to rest, would just like to have you spend a week with me in my own home, not many thrills, could show you a few wild-cat STILLS but would not help you raid them.

"Good luck Charly, good bye.
"I am yours very respet.
"Tony Dowlen.

"P. S. Charly should you come bring JIM REED with you."

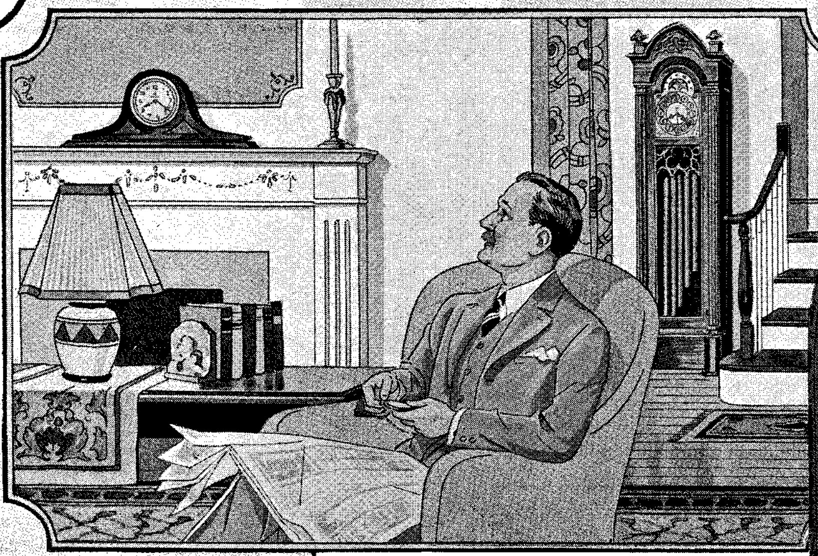
This letter came from a village in Oregon with the photograph described carefully pasted in one corner:

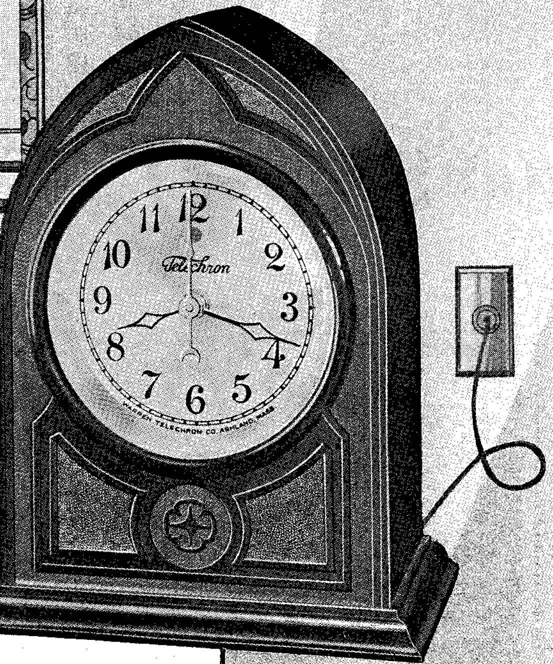
"Having in my possession a picture of Wilbur Wright when two years old I am sending it to you; thought you might prize it more than I. In doing this have no designs on you, as I am seventy-three years old, but having sons of my own I have read with real interest of your different tours and also been to the movies to see the pictures. But I do admire your modesty in all the places you have been and you never seem to be one bit ruffled or puffed up over it.

"Yours truly,
"May B. Shrock."

One section of the exhibit is given up

(*Continued on page 56*)




Telechron
WARREN TELECHRON CO. ASHLAND, MASS.

CATHEDRAL—$14

The Masterpiece of Timekeeping Accuracy

THE inevitable result of progress is achievement. In the field of timekeeping, Telechron presents the greatest development in over 200 years—Observatory Time from your electric outlet! No longer are clock-springs and escapements necessary—Telechron replaces these with a tiny electric motor which directly operates the hands with an accuracy and dependability which ordinary clocks cannot approach. Winding, oiling, and regulating have been *entirely* eliminated. Simply plug this masterpiece of timekeeping accuracy into an electric outlet, set the hands correct and be assured of Observatory Time.

There are many beautifully artistic cases, from colorful dainty boudoir designs to stately hall models, all in the finest of clock-case craftsmanship. Cathedral chimes—deep, clear and resonant—are in many models. Appropriate Telechrons for every room in your home.

Telechron

The SPRINGLESS ELECTRIC CLOCK

ACCURATELY REGULATED FROM THE POWER STATION

AND

REVERE CLOCKS

Telechron MOTORED

Telechron Motored Clocks available at prices from $14 to $1100.
Priced slightly higher west of the Rockies.

WARREN TELECHRON CO.
Ashland, Mass.

REVERE CLOCK CO.
Cincinnati, Ohio

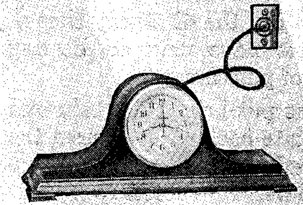
In Canada, Canadian General Electric Co., Toronto, Ont.

REVERE CLOCK COMPANY, Dept. 506
CINCINNATI, OHIO

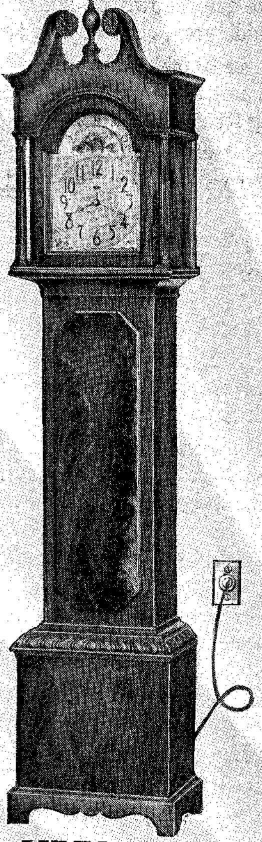
Send me your illustrated booklet explaining how Revere Chiming Electric Clocks give Observatory Time.

Name ____________________

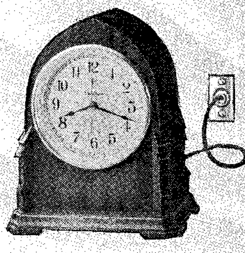
Address ____________________



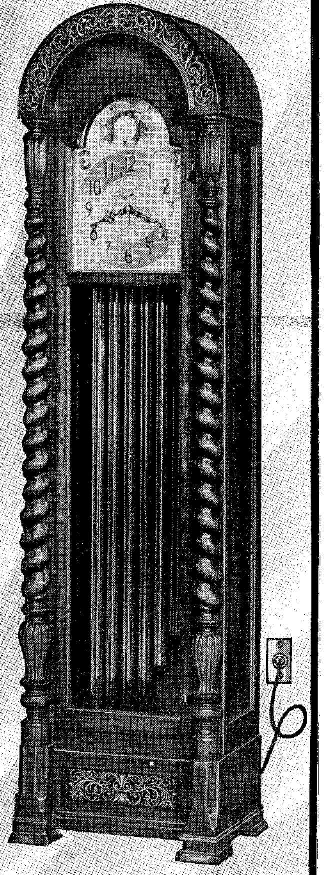
DUNCAN—$22



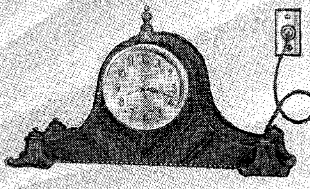
LYNN—$365
Height 78 1-4 in. Westminster Chime, Silver Dial.



WINDSOR—$32



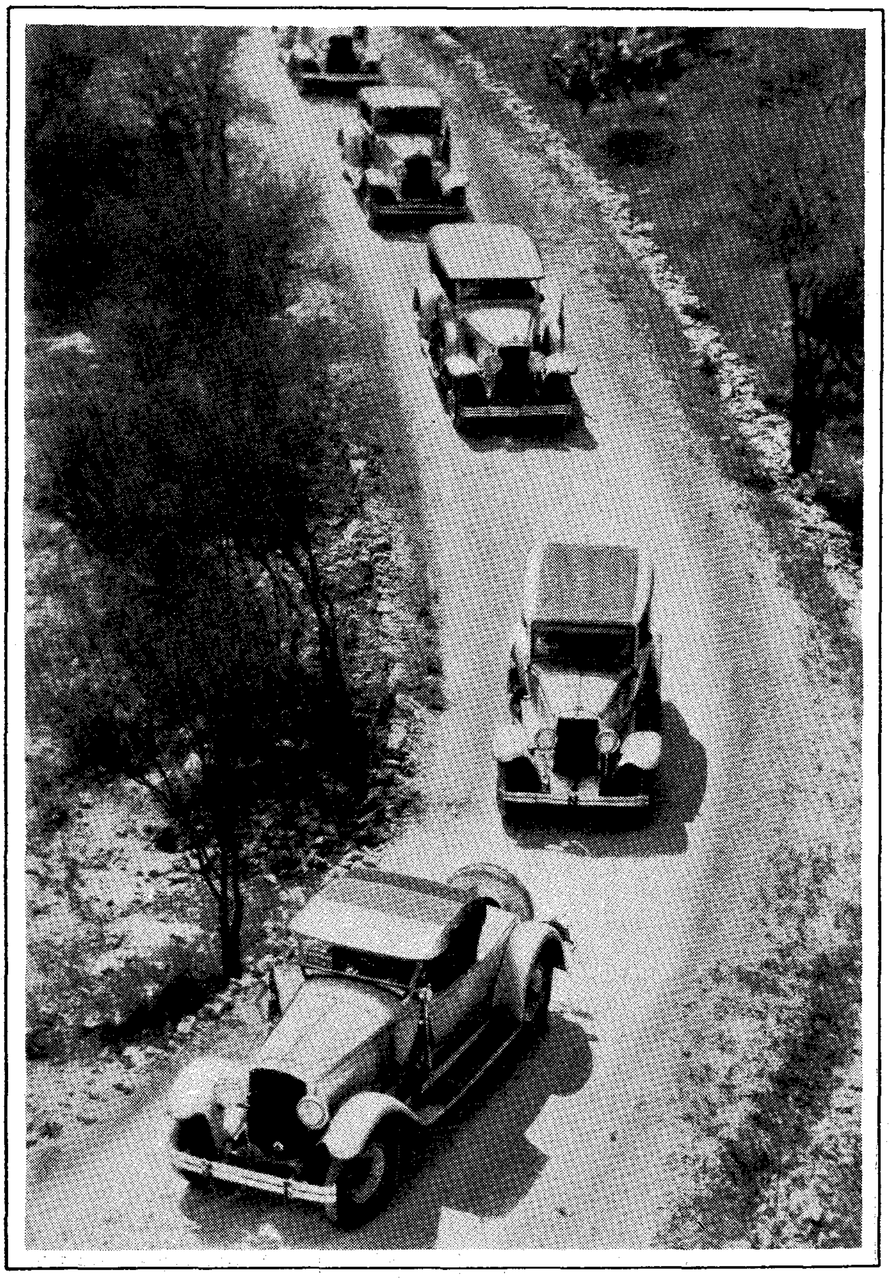
CHARLES II—$820
Height 78 in. Whittington, Canterbury and Westminster Chimes, Gold Dial, Moving Moon



LOUIS XIV—$110
Westminster and Canterbury Chimes

10,000 MILES IN 4

60 Silver Fleet Tires Still Look Like New



WATCH the miles pile up! The miles of mud, of sand, of gravel . . . of burning alkali and deep-biting rocks . . . Miles to try the sturdiness of tires as tires have never been tried before . . .

Miles from which the 60 sturdy tires of the Silver Fleet have emerged bearing hardly a mark of punishment!

The Fleet has put behind the rain and mud of Gulf State back roads, toured the length and breadth of Texas, dipped into Mexico, headed westward across New Mexico and Arizona en route to the Pacific Coast.

Now it pauses to take stock . . .

What has the trip shown to guide motorists . . . to guide you . . . in buying tires?

First of all . . . in 10,000 miles not a single tire failure . . . not a solitary major difficulty . . . among five dozen tires!

Secondly . . . treads still unbelievably sharp . . . wear so slight that it would indicate but half the distance . . .

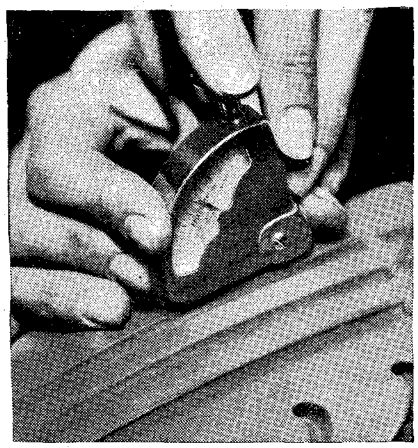
And side walls so amazingly new looking that watchers can hardly believe speedometer figures.

Now remember what the Fleet is . . .

Stock tires, straight from warehouse stores. Stock cars, identical to those you and your friends drive . . .

Your car is represented . . . perhaps not in make, but certainly in price-class, in type, in size, in weight . . . and in tire requirements.

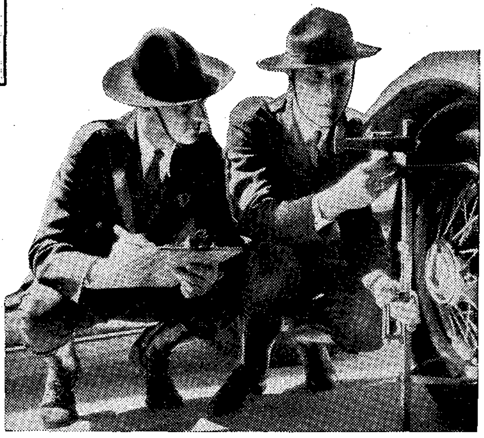
So the record of the Silvertowns on the Silver Fleet is a true picture of Silvertown performance on your car. A demonstration of what you buy when you insist on Silvertowns.



HERE COMES THE FLEET! Here they are, *four* cars of the Silver Fleet snapped as they rounded a hill-road bend. You won't find this road on any of the major transcontinental routes . . . yet it is a marvelous highway compared with some the Fleet has covered on its grind.

* * *

TESTING RESILIENCY. (Left) Here's a close-up of a durometer test, by which the resiliency is measured. That's where Silvertowns get their fame for superlative comfort and riding ease . . . from the cushioning effect of their sturdy but resilient treads and side walls.



"CAMBER OK!" Here are two pilots, checking up on the camber of wheels. Front wheels, you know, slope in slightly . . . and too large or too small an angle may cause unnecessary tire wear.

DRAMATIC MONTHS!

in Spite of Grind on Nation-Wide Tour

958-201
Goodrich Silvertown

NO, NOT IN THE DITCH! Snapped when the Fleet was traveling a tortuous Ozark road, so badly cut up cars seemed to be in the ditch.

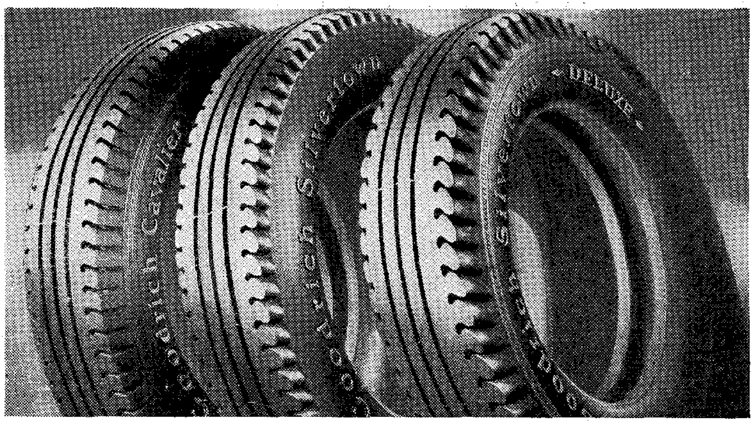
JUST A DUSTY road under a hot Texas sun . . . but there is plenty of punishment for tires in those needle-like particles of sun-heated alkali dust.

From any Goodrich dealer, you can buy tires exactly like those on the Fleet . . . Tires made of the same materials . . . by the same men . . . in the same molds . . .

It is worth your while to see these tires in the store of your Goodrich dealer. Worth while to get from him the detailed story of the Fleet . . . and why its tires are standing up so remarkably well.

The B. F. Goodrich Rubber Company, Est. 1870, Akron, Ohio. Pacific Goodrich Rubber Company, Los Angeles, Cal. In Canada: Canadian Goodrich Company, Kitchener, Ontario.

BELOW, THREE GOODRICH TIRES. Silvertown De Luxe, for superlative style and service. The famous Silvertown—the standard quality tire of the nation. Goodrich Cavalier, a new, low-priced, high-quality tire for hard drivers. Your dealer has them all! See them . . . now!



Goodrich ◆ Silvertowns

TO OR FROM
NEW YORK AND
CALIFORNIA
a fascinating
Vacation Trip

via
Havana and the
PANAMA CANAL

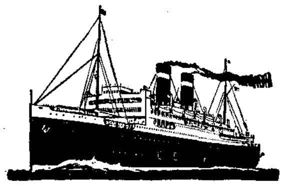
This Summer follow the all-year Recreation Route between New York and California on famous recreation ships sailing fortnightly—the NEW *Virginia* and *California* (largest steamers ever built under the American flag), or the popular *S.S. Mongolia.* 13 days Coast-to-Coast—5,000 miles over breeze-fanned seas. You visit gay Havana—see the marvelous Panama Canal, call at San Diego (Coronado Beach), Los Angeles and San Francisco.

Water-and-Rail Round Trips

A delightful combination. From your home town back to your home town again. Steamer either way. Choice of rail routes across the continent, with stopovers at points of interest.

Reduced Rates Now

Round trip, water and rail, $350 (up), 1st Cabin; $250 (up), Tourist; One way, water $225 (up); 1st Cabin, $125 (up), Tourist. Your auto accepted uncrated as baggage.



No. 1 Broadway, New York; 180 No. Michigan Ave., Chicago; 460 Market St., San Francisco; our offices elsewhere, or authorized steamship or railroad agents.

Panama Pacific Line
INTERNATIONAL MERCANTILE MARINE COMPANY

A third luxurious new Panama Pacific liner, S. S. *Pennsylvania,* now building. Maiden voyage from New York Oct. 19.

PERSONAL GLIMPSES
Continued

entirely to gifts, such as the washcloth made by "a lady over eighty." There are pillow tops embroidered with likenesses of the flyer. There are at least two or three hand-knit, silk, red-white-and-blue jackets, familiarly known as hug-me-tights. This division includes bedroom slippers done with frescoes representing scenes from Lindbergh's life, a Wilton rug showing his plane, the Spirit of St. Louis; a tapestry showing the hero's face surrounded by symbolic motifs, a large Parisian doll, twenty-one crocheted dolls from Germany, a crocheted wool dog, an Angora sweater, knitted slippers, two pairs of embroidered coveralls, a quilt containing 6,907 pieces from an Alabama admirer, a hand-painted quilt, a hand-painted flour sack and three clothespins.

From Santa Fé, New Mexico, we learn, came a gift of a silver eagle engraved with symbols and set with turquoises, with this dedication appended:

"To Colonel Charles A. Lindbergh, America's intrepid Eagle of the Atlantic. Presented by Chester H. Smith.

"The Eagle, or Thunderer, the Pueblo Indians' Messenger of Good Will between Man and God.

"The Snake and Arrow the Pueblo believes will ward evil spirits from the Paleface flying man.

"The turquoise symbolizes the cerulean skies traversed by Colonel Lindbergh in his flights across New Mexico, first eagerly speeding to the great venture, second patriotically to capitalize Fame for the advancement of American aviation.

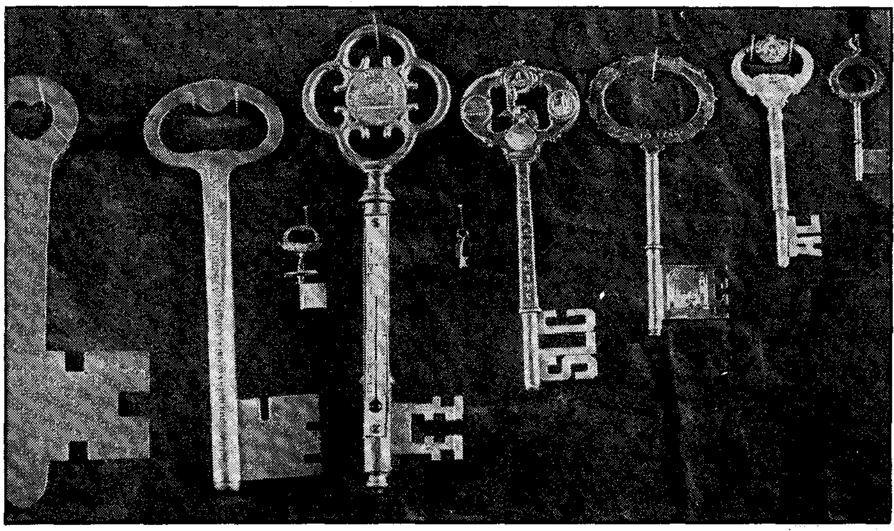
"Silver for the Stainless purity of motive.

"Craftsmanship by P. R. Olguin, Indian.

"Chester H. Smith."

This note accompanied the gift which it describes:

"Colonel Lindbergh: Congratulations for your honorary degree and past achievements. We present you with these Karakul lamb mitts. God be with you henceforth. Cornfalfa Farms, Waukesha, Wis."



Wide World photograph

KEYS! KEYS! KEYS! TO THROW OPEN THE GATES OF CITIES

Some of the smaller keys are to the larger cities—Paris and London, for instance—while some of the larger ones symbolize the hospitality of our own Wichita, Buffalo, Boise, and the like.

There are at least fifteen watches; one of these has a chain and pencil attached and was presented into Lindbergh's hands on the streets of Paris "by a mother."

The Sisters of Notre Dame at San Juan, Porto Rico, presented him with an exquisite piece of calado lace which they had made themselves. There are numerous gifts from Masonic orders throughout the world—gavels and lodge paraphernalia of one sort and another. The Harmonic Lodge, No. 356, of St. Thomas, Virgin Islands, presented the flyer with a silver trowel, fittingly inscribed. William Randolph Hearst sent Lindbergh two large eighteenth-century globes, one celestial and one terrestrial; they are of silver and bear a Hanover hallmark—the only pair known to exist.

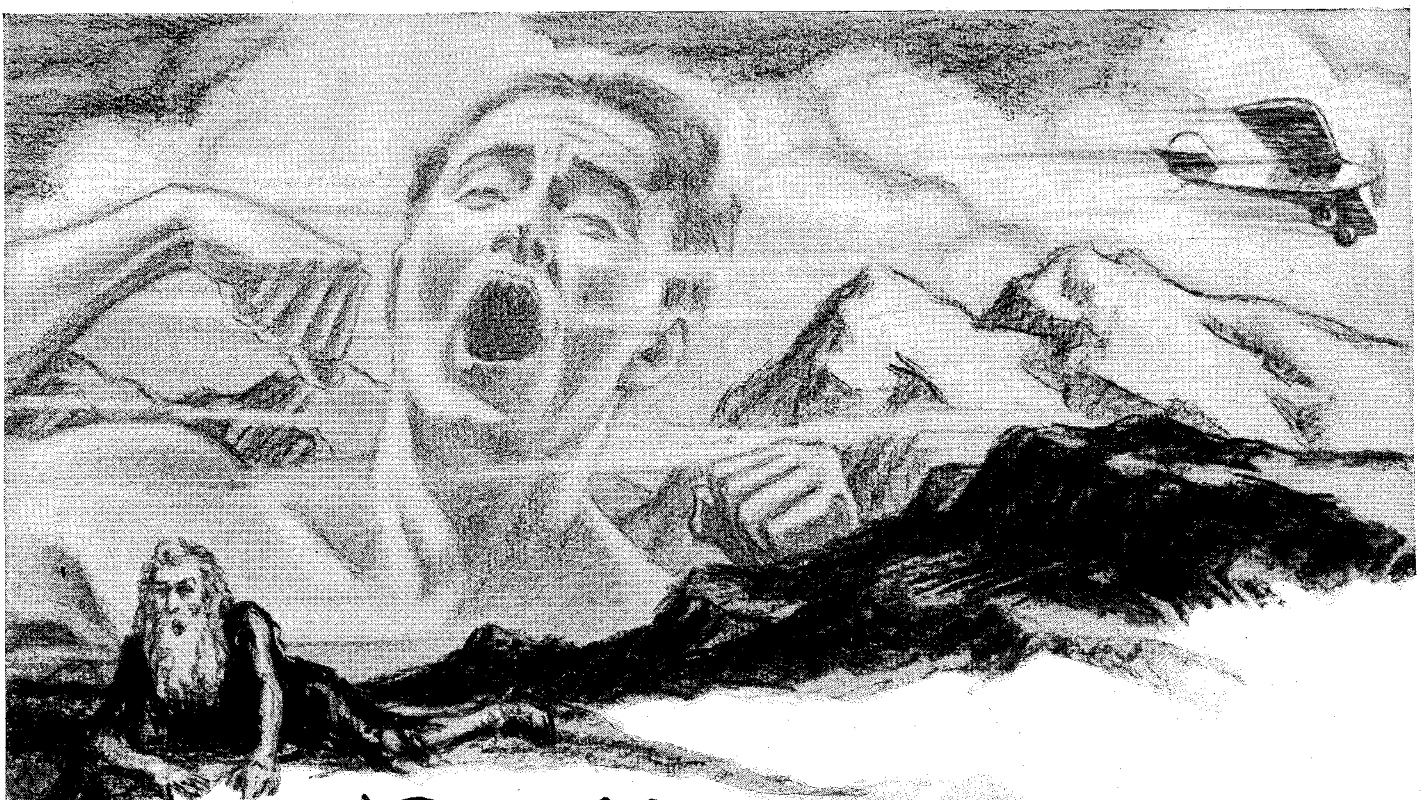
The exhibit includes numerous relics of historic value: "a part of the propeller of Bleriot's cross-Channel plane; a nail from Independence Hall; a piece of mahogany from Columbus's family altar in the Cathedral in Santo Domingo, set with three rare coins; a piece of pipe from the battleship *Maine.*" Other curiosities are:

A mahogany paperweight set with iron from the anchor of Columbus's flagship, the *Santa Maria;* an ancient gold Inca idol, contained in an inlaid wooden casket, presented to him at Panama.

A woman living in the Canal Zone, Panama, sent the flyer a collection of semi-precious cut stones. There are a dozen or more walking sticks, including a carved cane from the Boy Scouts of Arizona, and a hand-carved cane of wood taken from Mark Twain's garden, at Hartford, Connecticut.

One whole division of the collection is given up to Mexican trophies. This includes the gorgeous silver-and-gold brocade capote worn by Matadore José Ortiz in the fight with the bull which was dedicated to Lindbergh in the ring in Mexico, and three decorated banderillas.

Perhaps most astonishing of all are the likenesses, of which, in one form or another, there are several hundred. Besides the studies in low-relief on plaques and medallions, there are nearly a hundred portraits in oil, water-color, pen-and-ink, charcoal, crayon, et cetera, many etchings and lithographs, and innumerable busts. If these



Rip Van Winkle only took a cat-nap

YES, twenty years in Rip's day is a cat-nap compared to a *two years* sleep now. Two whole years! By that time the racing car of progress is out of sight—the air-plane of accomplishment is lost in the clouds. Everything changed. New things obsolete overnight, almost.

After the whole twenty years that Rip slumbered he only found old things older.

The speed of our age is exemplified even in so prosaic a thing as industrial piping. Hundreds of plants and commercial buildings are enjoying the advantages of new improvements.

A man who thinks that the last word in automatic fire extinguishing is the solder-type sprinkler head—he dropped asleep a few years ago. Compared to the new Grinnell Quartz Bulb Head the old fashioned sprinkler head is like a freight train trying to keep pace with an air-plane.

A man who still thinks steam pipe-coils are giving him modern, economical heat, he, too, fell asleep sometime ago. He doesn't know that "Thermolier," a recent Grinnell development in unit heaters, is turned on by cold and off by heat, automatically. You choose what temperature you want and "Thermolier" gives it to you. That's real heating economy.

The man who thinks power piping fabrication reached the limit of modern industrial needs when it safely held a pressure of 300 lbs. to the square inch must have dozed off not so long ago. Grinnell Triple XXX pipe joints and fabricated piping for super power will control 1350 lbs. pressure with an ample factor of safety.

The same somnolence afflicts men who take it for granted that changes in temperature will affect the reliability and accuracy of devices which automatically control humidity conditions. Several years ago an animal membrane was discovered which responds only to humidity. It doesn't know that heat and cold exist. It regulates humidity conditions with hair-splitting accuracy.

As for fittings, millions of men using them think that straight threading only happens by accident; that crooked lines and leaks are normal. Grinnell fittings accurately tapped, perfectly moulded and free from sand holes will open their eyes.

The same men also think that the hanging and supporting of pipe is up to the workman to contrive as best he can.

Self-hanging hangers, adjustable at *any* time to keep pipe lines level — "Who ever dreamed of such a thing?" — asks the man, as he rubs his eyes and yawns. And yet that is just what Grinnell Adjustable pipe hangers do.

If you make a point of keeping up on improvements, an illustrated booklet on each of the above will be sent. Address Grinnell Co., Inc., 400 West Exchange St., Providence, R. I.

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Apply to any Tourist Bureau or write to M. Ventura, Steinway Hall, 113 West 57th Street, New York City.

INTERNATIONAL
EXPOSITION OF
BARCELONA

May to December
1929

PERSONAL GLIMPSES
Continued

varied works share anything in common it is an idealized vacuity of expression. An interesting example depicts Lindbergh *au naturel*, except for a festoon of thinnish clouds about the middle, winging his way through space with outstretched arms.

One painting, we are told, bears this inscription: "The artist thanks Colonel Lindbergh for having given her the inspiration which made her an artist. She sends him this, her first work, as evidence." Reading on:

A caricature is inscribed as follows: "Julio C. Chocano, Peruvian cartoonist, has a great pleasure in offering this little work to the renowned Colonel Charles A. Lindbergh, the bravest man in the world." A majority of the painters have preferred to represent the flyer as a triumphant Icarus.

With the facilities and space at her disposal, the very able archivist and curator of the Missouri Historical Society, Mrs. Nettie H. Beauregard, has made a remarkable exhibit of all this. As would be expected from the very diversity of the trophies, however, there are some striking incongruities. Near a large replica of the *Spirit of St. Louis* done in rhinestones, is a plaque from the Woman's Christian Temperance Union of Cuba, which is inscribed: "Success and glory are trophies of pure living and abstinence from alcohol."

Not far from the massive gold toilet service, presented by the company that supplied the spark plugs for the plane, is a prest flower described by the donor as "The first rose on the bush for Charley." In the same case with a wooden picture-frame, made by prisoners during the Mexican War, which encloses a newspaper print of Lindbergh with the caption, "Hero Who Resents Being Held Up as Model for Youth," is a large box of inlaid woods bearing the legend: "From the Aguadilla Bay Rum to Colonel Lindbergh."

Of clothing there is an endless flow. Obviously these gifts are not intended as museum specimens, and several times, when they have accumulated, Mrs. Beauregard has asked the flyer to call for them. Not only lounge suits, golf knickers, and flannel trousers, but pajamas, night shirts, shirts, underwear, and suspenders have been presented.

Wide World photograph

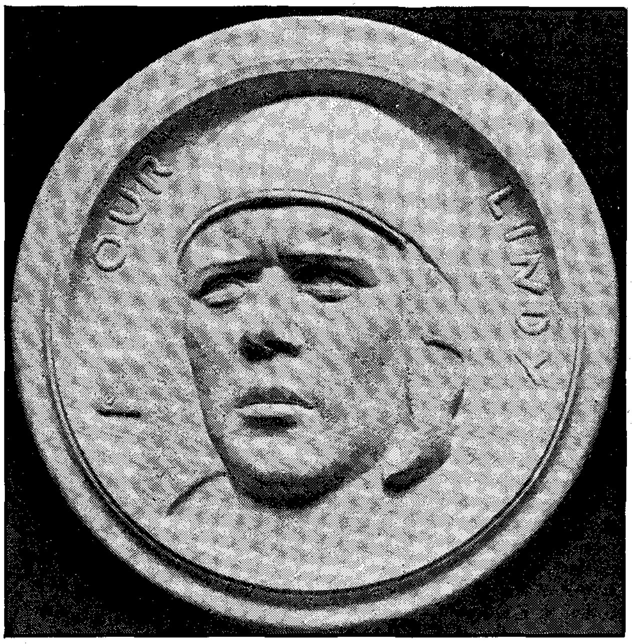
LIKEWISE HATS! HATS! HATS!

In Mexico, where he found his romance, Lindbergh has a warm place in the hearts of the people.

The aviator's suit which he wore on the flight to Paris, with the helmet and other equipment, is contained in one case. There are other personal mementoes of the flight.

In this connection there is an incident that to a certain degree typifies Lindbergh's attitude. Mrs. Beauregard accompanied him on a tour of inspection shortly after the exhibit was cataloged and thrown open to the public. The flyer paused before the case containing his aviator's suit.

At that time it also contained the goggles he had worn. "You know, I always liked that pair of goggles," he said to the curator after a time. "I wonder if I could have them again." They were promptly removed from the case and given to him.



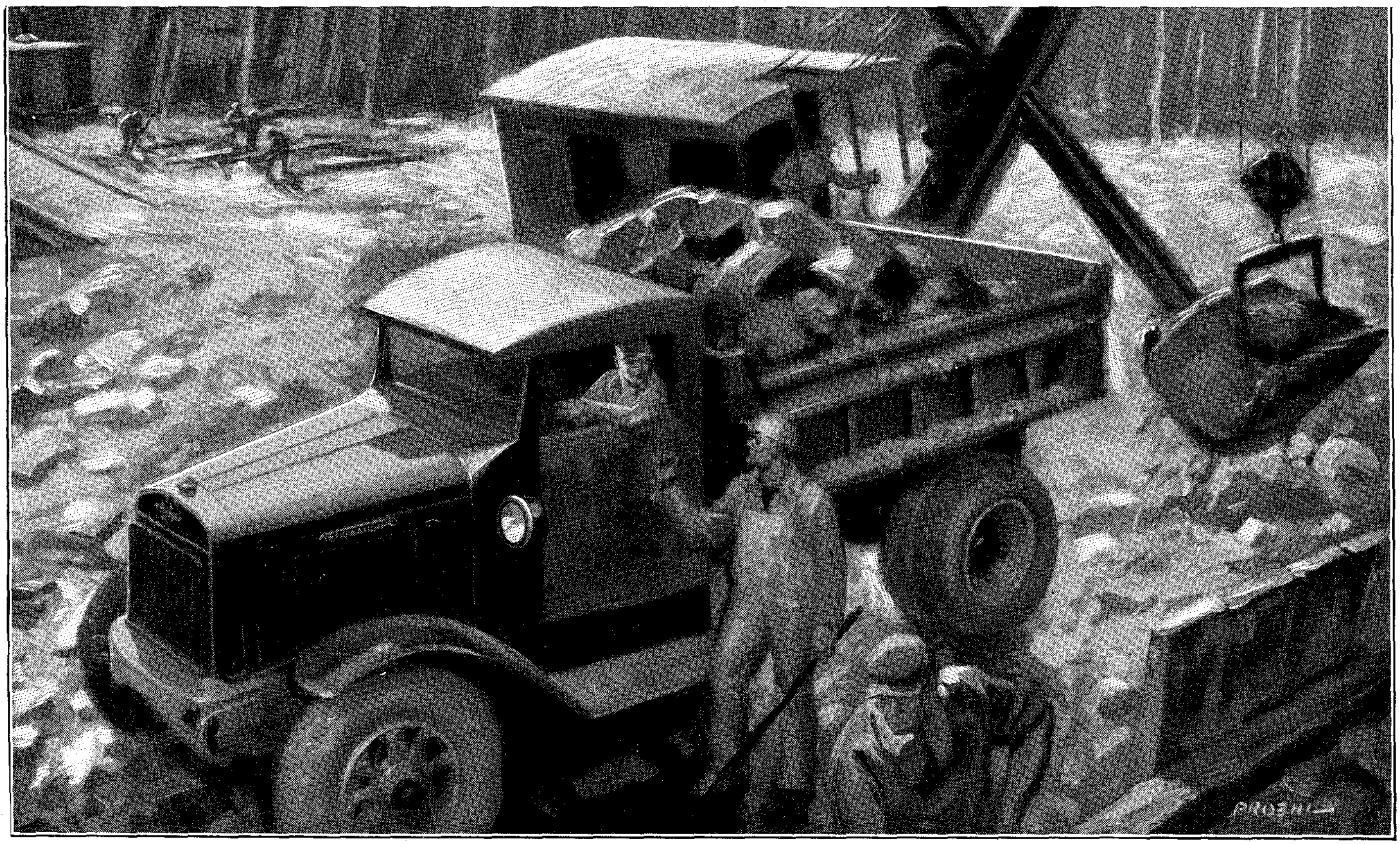
Photograph by Underwood & Underwood

FINALLY, PORTRAITS! PORTRAITS! PORTRAITS!

Here's one in relief—a medallion by Onorio Ruotolo, sculptor, who designed it "for the decoration of the American home."

INTERNATIONAL

TWENTY-FIVE YEARS—



—or an afternoon

Besides Heavy-Duty Trucks, the International line includes the ¾-ton Special Delivery, the 1-ton Six-Speed Special, and Speed Trucks for 1¼, 1½, and 2-ton loads. Backing the trucks is an unequaled service organization—there are now 172 Company-owned branches in the United States and Canada. Write for truck catalog.

Bear this in mind when you are looking toward Heavy-Duty Truck purchase and want the facts before you: Any Harvester branch or truck dealer will demonstrate an International for you at any time, right in your everyday work.

Whatever the nature of your hauling and your loads, we will put at your disposal an International of the size you need and let you compare its all-around performance with anything you are doing now or want to do.

Take that as the evidence of an *afternoon,* or a day or two, if longer time may be necessary. And take with it the evidence of the *twenty-five years* that the Harvester Company has been building trucks to do a truck's work as it should be done.

You owe it to your business to know this new International Heavy-Duty line with the new engines, new clutches, new transmissions, increased capacities, double reduction or chain final drive. All models have five speeds forward and two reverse, and 4-wheel brakes. The sizes range from 2½ to 5-ton. Speed dump trucks, also, down to 1-ton capacity.

Accept our invitation to *prove* this product of twenty-five years of progress in truck manufacture.

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Now presenting six ALL-STEEL MODELS

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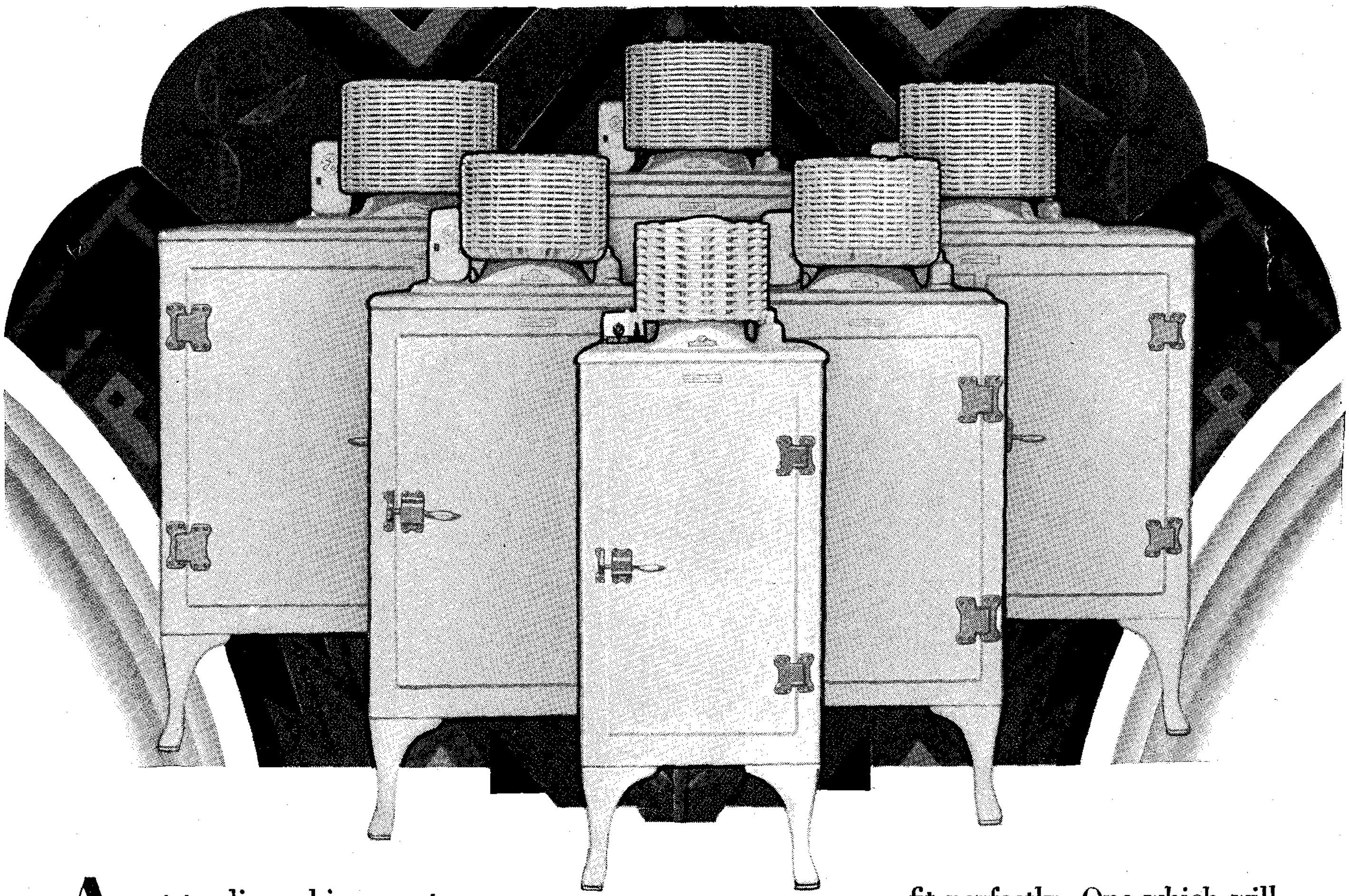


An outstanding achievement — a distinct contribution . . . the first all-steel refrigerators. Revolutionary designs — new low prices. The greatest values that have been offered by General Electric.

CAN'T WARP
STRONGER, STURDIER
COST LESS TO OPERATE

This all-steel refrigerator development marks the climax of years of painstaking work. It is another contribution to better living—made by the engineers and scientists of the General Electric Research Laboratories. This is the same group that perfected the hermetically sealed mechanism which, by reason of quietness and its efficiency, has already made the General Electric Refrigerator so great a success.

Now you can buy a refrigerator with a cabinet built like a safe. One with doors that will always fit perfectly. One which will operate with the least amount of current. The hermetically sealed mechanism remains just as it has always been . . . sealed away from dust and difficulties, permanently oiled, quiet, unseen, untouched . . . one of the miracles of modern science.

Mass production has made possible many important economies. Prices now start at only $215, at the factory, and there are six sizes of the all-steel models to choose from.

You owe it to yourself to investigate them thoroughly. Drop a card for a descriptive booklet to Section D-5, Electric Refrigeration Dept., General Electric Company, Hanna Building, Cleveland, Ohio.

GENERAL ELECTRIC
ALL-STEEL REFRIGERATOR

FIGHTING THE FIRE DEMON AS IT RAGES THROUGH THE MAINE WOODS

EVERY fool within forty miles seemed to be on the line. "This is a fire call!" yelled the Maine forest warden into the telephone. "Get off long enough for me to get it through, will you?" Gus, the warden, was having his troubles and was irked by them. Seated at his little round map-table on top of Priestly Mountain, he had watched a puff of black smoke spread out over the timber to the southward.

He swung his range-finder around and hastily made his calculation. Then he sprang to the telephone and after much difficulty managed to get a call through to the camp on the main Allegash, where Patrolman Randall and Kenneth F. Lee, who tells the story in *American Forests and Forest Life*, Washington, D. C., were located.

"There's a bad smoke coming up from Thoroughfare Brook, eight miles southeast from here," Gus fairly shouted. "Better get a crew in there as quick as God'll let you!" Reading on in Mr. Lee's exciting narrative:

"All right, keep your eye on it," I told him. Then turning to Randall, "Stay here till I get back. It may be a week, but you answer all calls and keep your eye peeled for more trouble."

A hasty telephone call to Long Lake Dam located Leverett, another patrolman, and my instructions to him were short. "Get every man at Poulin's camp and hike them over Priestly Trail to Thoroughfare Brook. I'll be there ahead of you. Better issue pails, mattocks, and axes. Spread yourself, now!" Hanging up the receiver, my next move was to select a light ax from the pile under the camp porch and head for Blanchette's camp.

Blanchette's crew of Canadian pulp-cutters were at their noon meal and their foreman came into the yard from the mess room in answer to my hail. From the camp yard I could see a mass of white smoke rolling upward beyond the spruce-clad slopes of Priestly Mountain, with streaks of flame and small spark flurries chopping through it. The wind seemed to be lifting it.

"Give me every man you can scare up," I told the woods-boss quickly.

Leaving their meal only partly finished, some forty husky woodsmen hastily caught up axes, pails and shovels from the storehouse and together we hit the trail for Priestly. For three miles our path was along a wire trail leading to the fire tower; then, branching to the left, we followed a tote road around Priestly Lake for three swampy miles. It was midsummer; the air buzzed with myriads of wicked little black flies and the hurrying men panted and sweated as the heat took hold of them. Climbing a stiff ridge at the foot of Priestly Lake we got our first whiff of acrid smoke; then, from the summit, just as the crew swung down into the valley, we saw once more, in the distance, the towering smoke clouds, flame-shot and savage.

A little farther on we met a hatless man, running as fast as his wabbly legs could carry him. "The fire's right behind my camp!" he gasped. "I'm headin' for the lake!"

"Take it easy!" I told him. "We're headed for the fire."

"You'll get burnt up, sure as shootin'!" he panted, trying to collect his scattered wits.

Little Ben Servant, wiping his streaming brow beside me, spoke up: "C'mon back an' git burnt up with us!" The fugitive grinned shamefacedly and agreed to go along.

Over a third ridge, and at its farther base, we came upon a logging camp, closed for the summer, but with its cook room filled with supplies. I opened the door of the camp office with my ax and in one corner found what I had hoped for most of all—three full boxes of dynamite.

"Ever use this stuff?" I queried, eying Ben closely, for the handling of dynamite, especially in fire-fighting, must not be trusted to inexperienced men.

Ben met my eye cheerfully. "You bet," he asserted.

"Fill your pack, then; take all you can carry."

Outside, the yard was filling with woodsmen, Mr. Lee tells us, adding, "stepping to the door, I called four of the most experienced to the office." He instructed them thus:

"Tom, you take ten men, four with pails, four with mattocks, and two with axes. Go to the edge of the fire and start a line around the west end. Go deep enough to get fresh earth."

Another squad was sent to the east and with them went Ben with the dynamite. The remaining men were to come on to reinforce the fire lines and patrols. Ben picked up a peavey from which the "dog" had been removed, and we went on. Over the next ridge lay a scene of disaster in one of its most awe-inspiring forms. The fire had started in some old cuttings, where pulpwood was still piled, and I noted with dismay that it was well under way. Black clouds of smoke rolled skyward, and great sticks swept swirling aloft on the eddying waves of intense heat.

"Ben," I shouted "she's got the jump on us. The front is a mile wide right now!"

Ben nodded. He had been in situations of this sort before and took matters calmly. "Let's go," he said, "I know a trick or two with the stuff in the pack here."

We kept about twenty feet from the edge of the fire and at fifty-foot intervals I would drive the peavey deep into the soft soil. Then Ben would insert half a stick of dynamite, put on a short fuse and light it. Fifty feet ahead we would repeat the operation. When the blasts went off, the soil would be pulverized for three or four feet in all directions and the men coming behind with shovels would scatter the mineral earth, forming a wide path that could be counted upon to check the advancing ground fires.

We made fast time and the men on the fire line behind were keeping pace. When darkness came we halted, having gone completely around our end of the conflagration. The wind had quieted down and the cooks came out from the camp with steaming pails of hot beans, bread, and tea. The fire-fighters came in, faces streaked with soot and sweat, clothes showing holes where big sparks had gone through, but all looking savagely exultant.

"I want about twenty men to stay on the fire lines with me all night," I told the crew, "and to-morrow morning every man must be on the job at three o'clock. We

A

New Kind

of

Bran Food

ARE you tired, listless, lacking in the energy you used to have?

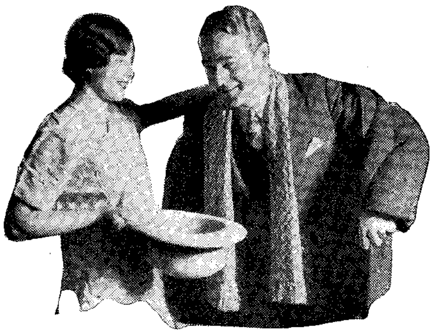
Don't be discouraged by continual ill health. Don't think the only remedies are dangerous laxatives, or harsh, tasteless bran.

Here's a delicious breakfast food that has helped thousands to better health. It's Pettijohn's. Whole bran concealed in delicious golden grains of whole wheat. Cooked, ready to eat, in four minutes.

Pettijohn's bran is kind to nervous digestions, because it's softened by cooking. Doubly effective, because it contains all the rest of the wheat kernel. Gives you the minerals and three vitamins every body needs.

But, best of all, Pettijohn's is utterly delicious. So appetizing it tempts your appetite instead of punishing it.

Try Pettijohn's for breakfast tomorrow morning. The new Quick Pettijohn's cooks in toast-and-coffee time.



This delicious whole wheat cereal is made by the great Quaker Oats Company. Manufacturers of 48 different cereals. With mills in twelve cities throughout the United States and Canada.

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Send for a new FREE booklet with delicious new dessert recipes and menus especially planned for children. It's called "THE TRUTH ABOUT BRAN." Address The Quaker Oats Company, Chicago.

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Danger lurks behind white teeth

NOBODY'S IMMUNE*

*the disease-of-neglect ignores teeth, attacks gums and claims 4 out of 5 as its victims

WHITE teeth are attractive. And their soundness contributes to the preservation of good health. But teeth are only as healthy as the gums . . . However white they may be, danger lurks behind them.

For certain diseases-of-neglect ignore teeth and attack the gums. And when once contracted only expert dental treatment can stem their advance. Too many of us disregard this threat, and, as a penalty, 4 persons out of 5 after forty and thousands younger sacrifice health. A needless sacrifice!

These odds are unfair, deceiving. Just follow this regime: See your dentist at least once every six months. And when you brush your teeth, brush gums vigorously, with the dentifrice made for the purpose . . . Forhan's for the Gums. This dentifrice helps to firm gums and keep them sound. Thus it fortifies teeth and health. As you know, Pyorrhea and other diseases seldom attack healthy gums.

In addition, the way in which Forhan's cleans teeth and helps to protect them from decay will delight you.

Start using Forhan's, regularly, every morning and every night. Teach your children this good habit. They'll thank you in the years to come. Get a tube of Forhan's from your druggist. Two sizes, 35c and 60c. Forhan Company, New York.

Forhan's for the Gums is more than an ordinary toothpaste. It is the formula of R. J. Forhan, D. D. S. It is compounded with Forhan's Pyorrhea Liquid used by dentists everywhere. You will find this dentifrice especially effective as a gum massage if the directions that come with each tube are followed closely. It's good for the teeth. It's good for the gums.

Forhan's
TRADE MARK
FOR THE GUMS
BRUSH YOUR TEETH

Forhan's

FOR THE GUMS

YOUR TEETH ARE ONLY AS HEALTHY AS YOUR GUMS

PERSONAL GLIMPSES
Continued

can hold it if we check the main blaze before nine o'clock."

A hail came out of the darkness and a moment later in came Leverett, with fifty or more men at his back, armed with their fire-fighting tools. After these men had been fed we held a council of war and decided that since the wind had subsided somewhat we might venture into the burned area and learn what we could concerning the extent of the fire.

"Cameron's camp must have burned," commented Ben. "It was down the tote road."

It was a wild journey, the writer tells us, giving us this description of their trials:

For the first quarter of a mile we traveled between smoldering piles of stove wood, piled along the road for use in the camps. This had been entirely destroyed, and we guessed that nearly one hundred cords had been stacked in the burned piles. Time and again great tree trunks, still flaming, their roots fire-killed, crashed down across our smoking trail, and when we came in sight of Cameron's camp we found only a pile of glowing embers. A sudden flash and a coruscating shower of gleaming sparks arose from the center of the pile, accompanied with a heavy roar.

"A barrel of oil," remarked Ben calmly.

Beyond the smoking ruins of the camp a great red snake crept across the burned area, its back quivering with flickering flames, its head vanishing almost half a mile away.

"That is the pulp pile in Thoroughfare Brook," I said.

"Yes," Ben added, "that's all that's left of four thousand cords of prime pulpwood."

The long pile of burning pulp was on the west side of the fire. It offered a serious menace, for the green timber was less than fifty yards away and, should the wind shift, sparks from this pile inevitably would start hundreds of spot fires in the unburned area.

"You'll never hold that with pails," declared Ben.

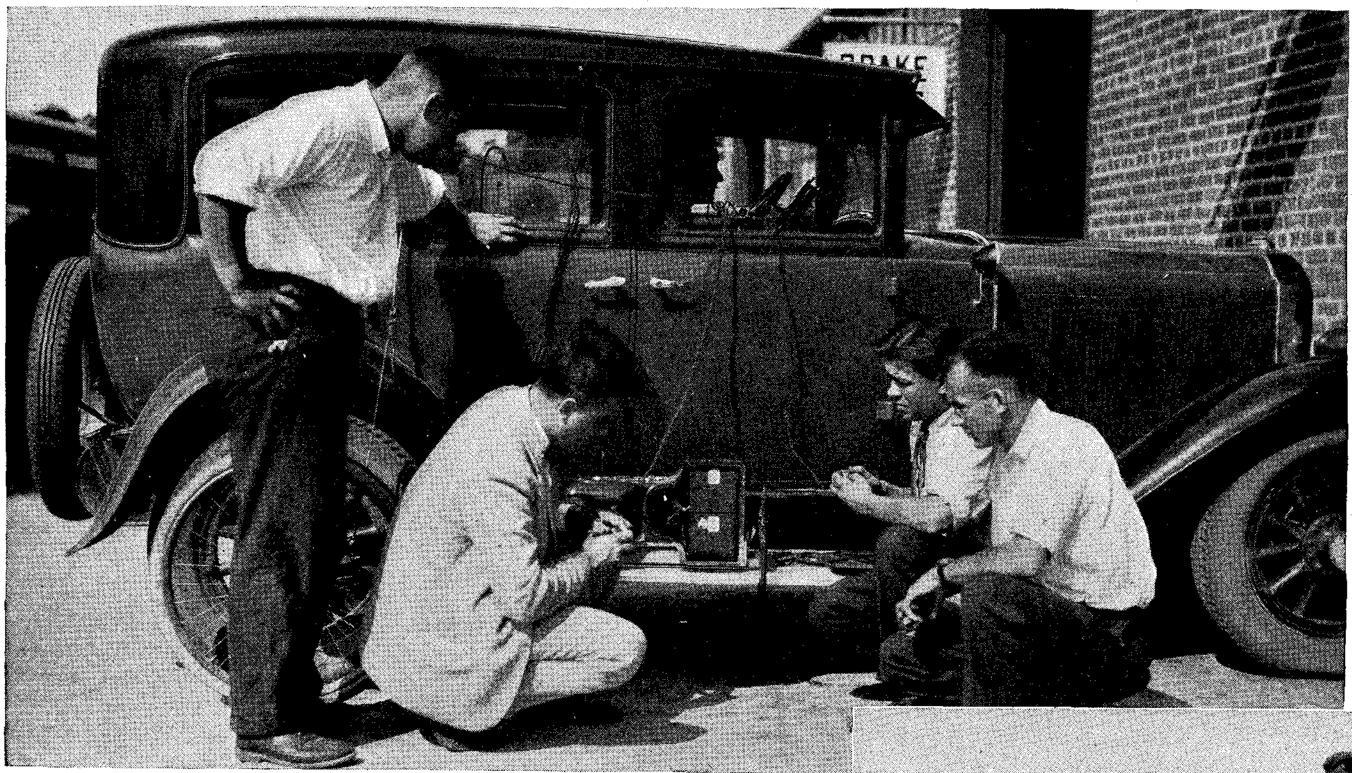
"No," I agreed. "We've got to have a pump, and I'd better start a man out to Churchill to-night."

The pile of pulp already burned was on a branch of a large brook and contained about five thousand cords. Less than a mile distant was another pile six miles in length, which aggregated more than twenty-five thousand cords, worth nearly three hundred thousand dollars. In places the burning area came to within less than a hundred yards of this vast pile of wealth, and our fight from now on would be to prevent its destruction. Much would depend upon speed, but still more on the strength and velocity of the wind.

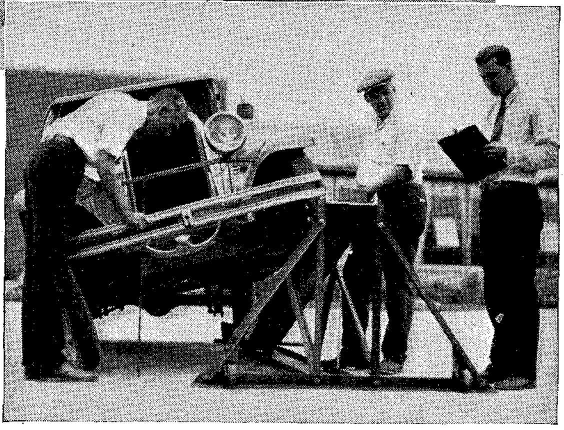
Patrols were kept on the fire lines throughout the night, and these men put out with dirt and water the small fires that crept over the edges of the narrow fire-lines. The main crew hiked back to the old lumber camp, where they slept until three in the morning. Then a hasty meal was served on the rough board tables in the mess room and four volunteer cooks carried lunches to the men at the fire.

Again the men armed themselves with pails, mattocks, and axes and toiled up the long ridge. At the edge of the fire a short council of war was held. Selecting ten of the more experienced men to serve as

No. 4. *Inside pictures of the General Motors Proving Ground*



Engineers examining a photographic accelerometer. This device they developed to show on a motion picture film exactly how much "pick-up" a car has per second.



Twisting a car out of shape to determine how stresses and strains affect all parts of it.

"Prove it!"

"YOU'VE got to show us!" say the engineers at General Motors Proving Ground. They hold no brief for *any* car. Their loyalty is only to *facts*.

The Proving Ground occupies 1268 acres in Michigan, convenient to all General Motors' car divisions. It is a great "outdoor laboratory" where automobiles can be tested in a scientific manner under conditions exactly comparable. Especially constructed roads and hills duplicate every driving condition.

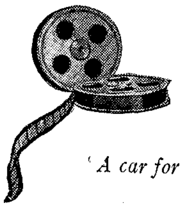
At the Proving Ground the General Motors' car divisions thoroughly test and prove their new models before they are offered to the public.

Here also cars of different American and European makes are tested after they are put on the market, thereby enabling General Motors to know precisely how its products compare with others in their respective price classes.

The tests involve speed, power, endurance, braking; riding comfort; handling ease; fuel and oil consumption; body strength—every phase of car construction and performance. Claims and opinions are reduced to *facts*.

* * *

A MOTION PICTURE showing the Proving Ground in actual operation is available in lengths of one, two, or four reels, free of all charges except those of transportation. It may be borrowed by schools, clubs, churches, and other organizations. Please specify whether the 35 or 16mm width is desired and give several weeks' notice in advance of showings. Write to Institutional Advertising Department, General Motors, Detroit.



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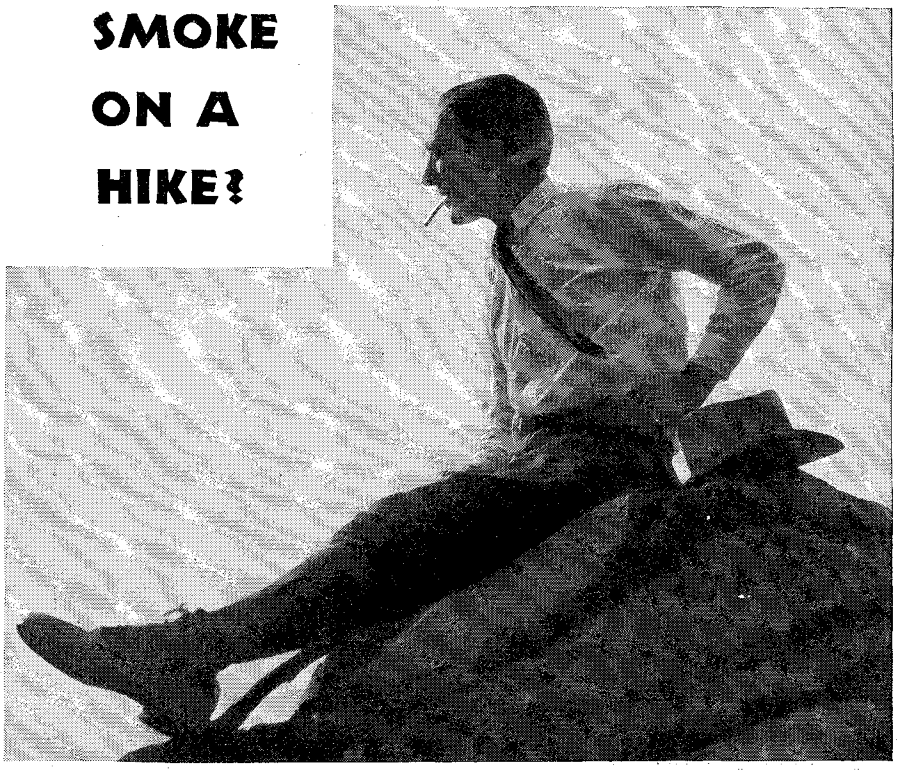

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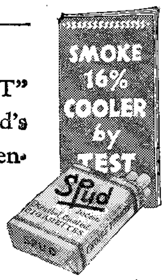
Miles of hard going and climbing ... then a rest, and that long awaited cigarette. Hikers write in high praise of Spud as their cigarette ... a cooling, refreshing smoke ... hearty tobacco balm which cools and soothes dust-lined throats and heat-dried mouths ... a delightful new experience on a hot summer's jaunt. Spud smoke is proved 16% cooler. It heightens all the more Spud's full tobacco flavor. It makes Spud the new freedom in old-fashioned tobacco enjoyment. At better stands 20 for 20c. The Axton-Fisher Tobacco Company, Incorporated, Louisville, Kentucky.

"SMOKE 16% COOLER BY TEST" ... a little book telling how Spud's greater coolness was proved scientifically and what it means to you ... sent gladly on request.



JUDGE SPUD ... Not by first puff ... but by first pack. Surprise of first puff soon forgotten ... continued coolness heightens enjoyment of the full tobacco flavor.

MENTHOL-COOLED SPUD CIGARETTES

PERSONAL GLIMPSES
Continued

foremen, I split the big crew into working units, assigning a leader to each and giving him the instructions for his outfit. One crew was to cross the fire to the west side and patrol the edge beyond the burned pulp pile. Another would follow the edge of the fire, dropping all burning stubs inside the lines within a hundred yards of the unburned area. Ben and Leverett with their crews were to work around the head of the fire, using dynamite when necessary.

I kept a big crew on the east side of the fire to prevent its flaming up suddenly and getting into the big pulp pile. Louis Paquet, a deputy warden, had arrived during breakfast, bringing with him the fire-pump from Churchill and six hundred feet of hose, a welcome addition to our equipment.

We made our way through the fire to Cameron's burned camp and set up the pump at the edge of the blazing pulp pile. Louis coupled up several of the fifty-foot sections of hose, put the intake pipe into a deep hole in the brook, and spun the flywheel. The staccato bark of the little engine answered promptly and the slim hose writhed and swelled as the water swept out at the nozle.

Every open stretch of water was sizzling hot, and one of the fire-fighters scooped up a dozen small trout, six to eight inches in length. "Look!" he shouted, "they're cooked!" and, snipping off the heads, he proceeded to eat them as one would sardines.

Leaving Louis in charge of the pump, Mr. Lee's next job was to go completely around the fire "to determine the extent of the burned area and see what the other crews were accomplishing." Quoting further:

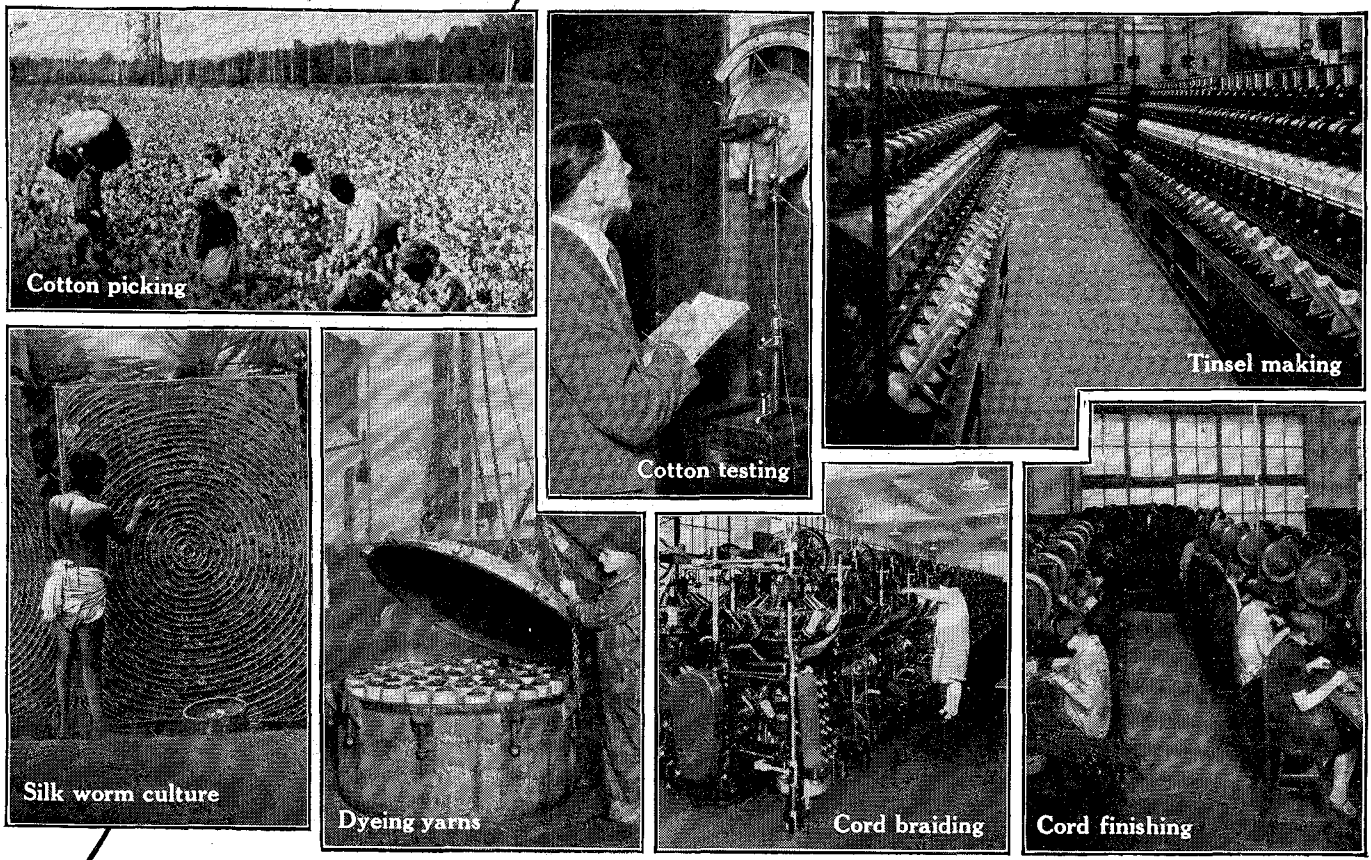
I could hear steady chopping and frequent crashes where the crews were busily engaged in dropping burning stubs and, following the brook toward the south end of the fire, I kept meeting fire-fighters with pails engaged in carrying hot water from the brook to extinguish spot fires along the edges of the big burn. By noon I had completed my circuit and estimated that about two thousand acres of partly cut-over timber had been destroyed, besides the four thousand cords of pulp.

The cooks came out with a hot dinner for the fire-fighters, who gathered in groups around small fires lighted to heat the tea pails. I visited each of the groups to get their reports of progress, which were encouraging.

The crews all reported plenty of small fires, and the ax-men requested the loan of Ben Servant and his handy pack of dynamite to aid in dropping a few trees that proved stubborn against their weapons. These were mostly "punkin' pines," great hollow trees more than one hundred and fifty feet high, soaked with resin and almost impossible to extinguish after they had been felled. Ben solved the difficulty in his own original way. He instructed the ax-men to cut holes in the fallen trunk, then dropt into the heart of the blazing tree-trunks crude bombs he had fashioned by wrapping sticks of dynamite in moist earth. He would run back out of danger, and a moment later there would be an explosion. Generally this would rip the

Only a telephone cord..

... but see what's behind it!


Cotton picking
Cotton testing
Tinsel making
Silk worm culture
Dyeing yarns
Cord braiding
Cord finishing

JUST a few feet of insulated wire leading from your telephone to the bell-box—but back of it is a long story of careful workmanship and alert inspection.

Cotton was grown and silk was spun to make that insulation. Wire was drawn into the finest tinsel, covered with the dyed threads, and twisted and braided. It was all done right, because the cord must be rugged enough to take a good many pinchings by desk drawers and still keep on playing its part in a telephone conversation.

This cord is a little thing. But it is just as important to good telephone service as is a fifty-position switchboard or a thousand mile cable. And Western Electric makes it with the same care.

Western Electric

MAKERS OF YOUR TELEPHONE

KELLY REGISTERED BALLOON

"*I ought to make the round trip on these tires without any trouble, don't you think?*"

"*Say, with a set of these Kelly-Springfield Registered Balloons you can drive clear around the United States and then take 'em off and sell 'em for new.*"

PERSONAL GLIMPSES
Continued

blazing trunk wide open, so that men with pails could soak the inside.

Among the men was a French-Canadian named Gilbert, a timber cruiser who was also an excellent climber. To him was given the task of establishing a temporary lookout station in one of the tall pines on a big ridge at a strategic point in the burned area. This he accomplished by driving ten-inch spikes in opposite sides of the big tree, clambering up hand over hand like a sailor. It was a dizzy feat at best, and no one envied Gilbert his task, but finally it was done. From his precariously swaying perch astride a pine limb, fully one hundred forty feet from the rocky crest of the ledge, Gilbert could locate many small but dangerous smudges that the men on the ground could not see. By shouting down instructions he was able to direct the work of the patrols to excellent advantage.

The first morning during which this spotting system was in use, Gilbert located a large fire nearly a quarter of a mile outside the main burn in a thick spruce growth. Patrols were hastily dispatched to fight this new peril, which easily might have lost us the battle, since we had been given no inkling of its presence before Gilbert shouted down his report, and we were able to extinguish the blaze quickly.

For eight days this sort of sporadic warfare continued. Then a driving rain of two days' duration throughout drenched the soil, and the main fire-fighting crew was sent back to the lumber camps. Patrols were left on the ground with instructions to stay until they could be certain that no sparks remained.

THE WALKING ENCYCLOPEDIA OF HOLLYWOOD

EUROPE was scandalized when Hollywood triumphed once again. The coach of the late Emperor Franz Josef of Austria, the royal coat-of-arms that adorned it, the uniforms worn by the attendants, and the magnificent harness worn by the eight horses that drew it—they all came to America from Vienna to be "props" in a movie! Director Erich von Stroheim wanted them. "It will be expensive, but I'll get it for you," said Edward Phillips Lambert of Associated Costumers, a Hollywood firm which supplies properties and costumes for the movies.

"Never mind the expense," said Von Stroheim. "Get it!" we read in an article by Fred Gilman Jopp, in *The Youth's Companion.*

Lambert got it. He specializes, says Mr. Jopp, in doing the impossible; and we learn that in Mr. Lambert's office is the "craziest telephone in the world," over which come questions such as these:

"How would the bride be drest for a Samoan Islands marriage ceremony?"

"Is it true that the practise of hanging gifts on a tree originated in Egypt, long before the birth of Christ?"

"What inscription is carved on the face of the Blarney Stone?"

"In the early days of America, were

"*You* ought to use Ethyl *too!*"

HE knows the thrill of riding with Ethyl—the kick of taking hills without shifting and having full power when he needs it most.

SHE will find that Ethyl means quicker pick-up, more power, better control and added assurance of safety, greater comfort and pleasure in motoring.

THE best salesmen of Ethyl Gasoline are the people who use it in their cars. Thousands of them, telling their friends about it, have helped to make Ethyl one of the most extraordinary successes in automotive history.

Ethyl is good gasoline plus a vital ingredient—Ethyl fluid. This anti-knock compound was developed after years of research by automotive science to make gasoline a more efficient automobile fuel. It brings out of any car an added power impossible to obtain with ordinary gasoline.

So greatly does Ethyl fluid improve the gasoline with which it is mixed that leading oil companies in the United States, Canada and Great Britain add it to their gasoline to make Ethyl Gasoline. You will find it on sale, now, wherever you drive. Start riding with Ethyl today.

Ethyl Gasoline Corporation, 25 Broadway, New York; 56 Church Street, Toronto; 36 Queen Anne's Gate, London.

ETHYL

GOOD GASOLINE *plus* ETHYL FLUID *equals* ETHYL GASOLINE

Knocks out that "knock"

GASOLINE

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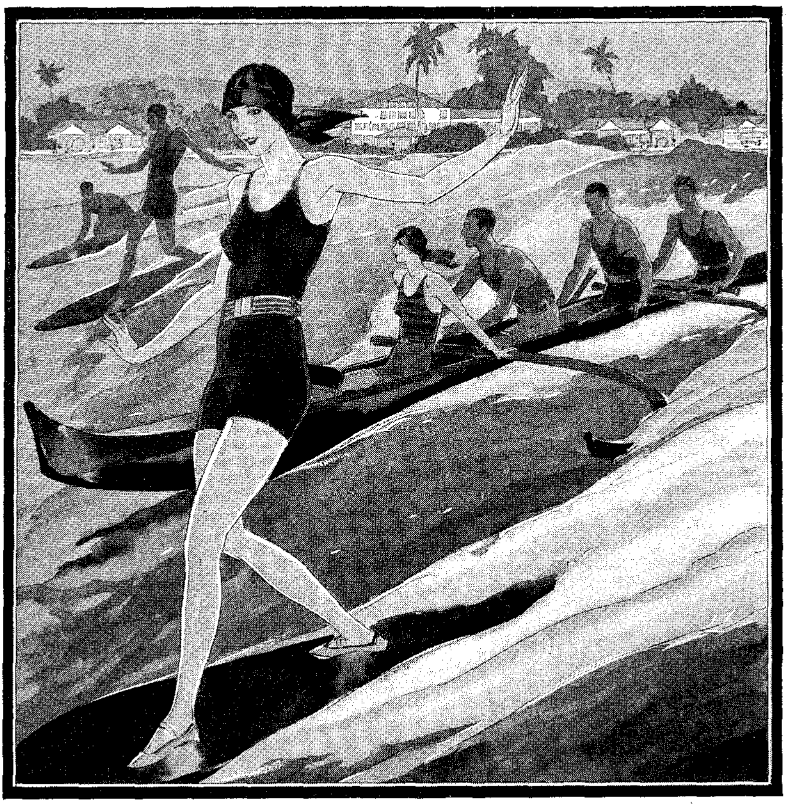


In the Water or Out—
it's Cool all Summer in **HAWAII**

WHAT a summer's vacation it will be—to live for a few weeks where the water is a place to *play* and not just a way to cool off! Where the air is almost as cool as the smooth green breakers that slide and rustle on the coral sands!

Here are long curving beaches sparkling with gayety and color, where pleasure-bent throngs from every continent gather for a holiday. Tiny beaches, too, where you can drowse all day in the shade of a coco palm.

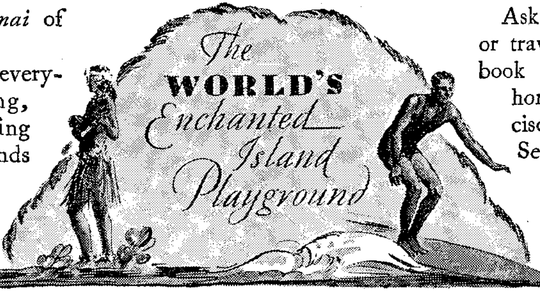
Bronze-skinned Hawaiians will teach you how to balance on speeding surfboards. Native outrigger canoes ride the breakers at toboggan-speed. There's a thrill even in watching them from the smart *lanai* of your beach hotel.

Golf courses everywhere. Motoring, sightseeing, cruising among the fairy islands of Oahu, Kauai, Hawaii and Maui. Hawaiian music and dancing, strangely beautiful. Volcanic marvels in Hawaii U. S. National Park, where giant tree ferns line the motor road to Kilauea's mammoth steaming crater. Great game fishing off the Kona Coast.

Fast trains and steamers bring Hawaii near enough for less than a month's vacation. The trip is only 2,000 miles (four to six days' delightful voyage) from the Pacific Coast, and all-inclusive tours range upward from $300 for three weeks, to $400 and $500, including steamers, hotels and sightseeing, for a month's trip. De luxe accommodations, also, that are equal to those of Europe's most renowned resorts.

Ask your local railroad or travel agent. He can book you direct from home, via San Francisco, Los Angeles, Seattle or Vancouver. No passports or formalities—this is U. S. Territory.

HAWAII



LASSCO LINE from LOS ANGELES
Sailings every Saturday over the delightful Southern route on Lassco luxury liners and popular cabin cruisers. De luxe accommodations; also economy tours on all-expense tickets. Ask at any authorized travel agency or at Los Angeles Steamship Company offices: 730 South Broadway, Los Angeles; 521 Fifth Avenue, New York City; 140 South Dearborn Street, Chicago; 609 Thomas Building, Dallas; 685 Market Street, San Francisco; 119 West Ocean Avenue, Long Beach, California; 213 East Broadway, San Diego, California.

MATSON LINE from SAN FRANCISCO
Sailings every Wednesday and every other Saturday over smooth seas on fast de luxe liners; also popular one-class steamers. Novel entertainment features—glorious fun. Attractive all-expense Island tours. Regular sailings from Seattle and Portland, Ore. See your travel agency or Matson Line: 215 Market Street, San Francisco; 535 Fifth Avenue, New York City; 140 South Dearborn Street, Chicago; 1805 Elm Street, Dallas; 723 Seventh Street, Los Angeles; 1319 Fourth Avenue, Seattle; 271 Pine Street, Portland, Oregon.

HAWAII TOURIST BUREAU
P. O. BOX 3615, SAN FRANCISCO—P. O. BOX 375, LOS ANGELES—P. O. BOX 2120, HONOLULU, HAWAII
Please send me Hawaii booklet in colors and a copy of "Tourfax" travel guide. 44

*Name*__________ *Street & No.*__________ *City*__________

PERSONAL GLIMPSES
Continued

women compelled by law to bob their hair?"

"What is an icon?"

And more, many more, like that or worse. Edward Phillips Lambert is ready at all times to open the storehouse of his unique memory and experience for the benefit of the directors, producers and stars who come to consult him. He has the remarkable gift of being able to photograph the most minute details of a scene or an event on his mind—and it is a photograph which time does not seem to fade. And his power of description is nothing short of amazing.

In walking about the costume floors of this establishment one discovers uniforms and costumes of every nation and period of history—classified according to type. There are cowboy outfits, waiters' costumes, Chinese coolie dress, miners' caps, every kind of navy and army uniform. In fact there is every type of apparel worn by human beings since the beginning of time.

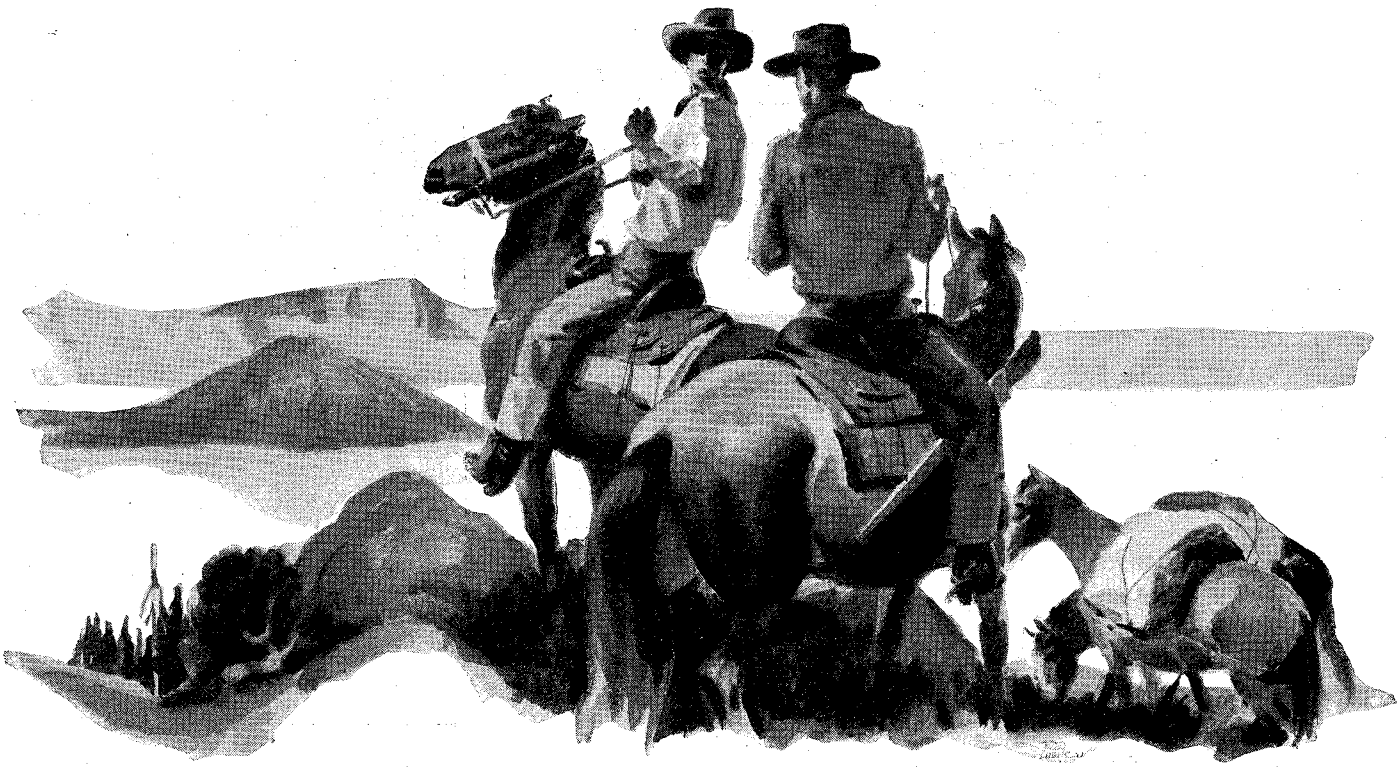
But you could search for days and not find one single piece of white clothing. Why? Because the first rule of every studio is an avoidance of dead white materials. White, catching the artificial lights, produces a phenomenon known as halation. In the finished film this produces a ghostly shadow which seems to follow the players on the screen. Hence, shining white dress-shirt bosoms and the like are tabu, and white clothing for screen purposes is always a light yellow. This photographs a clear white. And these tricks of color go further than dress. I recently saw Lon Chaney partaking of a screen meal of light pink frankfurters and blue sauerkraut! If Lon's hot dogs had been photographed naturally, their too-vivid red would have made them appear black on the screen. And the sauerkraut had to be tinted with huckleberry juice. And how would you like to drink pink milk?

Cameras have been so perfected in the last few years that the quality and texture of fabric show with remarkable accuracy. A cheap fur pelt will tell its own skimpy story, and an ordinary bit of store lace can not pass for Duchess. For that reason, because the camera will not lie, Mr. Lambert uses only the finest of silks, satins, linens, and furs in his screen garments. Your favorite star often wears screen clothing of social affairs. Why not, pray? No better materials or workmanship can be obtained anywhere.

Practically "every kind of artizan and craftsman is numbered among Mr. Lambert's employees. These men can make anything." Many of their productions never had any real existence until they were put together in Hollywood. Reading on:

The "Goffus," for instance, has the tail of a fish, the wings of an eagle, and the head of a mummy. There are miniature ships, including everything from a replica of Noah's Ark to a tiny ocean liner; figures of saints, old bottles, coffins, glass eyes, and even stuffed owls. But these artizans will not make junk even if somebody wants it. It doesn't pay. Mr. Lambert knows why.

"A former court attaché of the Russian Czar," said Mr. Lambert, "is now engaged in making pictures. He came in one day and made a request for a number of hats



Crater Lake—*Nature's mystery*

See this and the whole Pacific Coast—Low summer fares start May 15

In southern Oregon is one of the scenic wonders of the world. This is Crater Lake, blue as indigo, round as a saucer, six miles wide.

Ages ago a volcano, probably 15,000 feet high, held its flaming torch above the Pacific's shore. Then it grew cold, glaciers took form, and great rivers sprang away to cut the Klamath, Rogue and Umpqua river valleys of to-day. At some later date a cataclysm engulfed the upper half of this vast mountain. *Seventeen cubic miles* of stone sank inwards—the mountain had swallowed itself. In time, rain and melting snow gave the pit a living lake.

In 1853 a party of prospectors were ranging over the Cascade Mountains in search of a lost mine. The mine was not to be found. But the horse of one rider stopped suddenly, his feet planted at a steep brink. A thousand feet below lay this round, weird, flashing lake of deepest blue. For years the magic lake remained almost inaccessible, although stories of its mystery and beauty spread around the world. But today it is readily reached from Southern Pacific's SHASTA ROUTE—a most enjoyable stopover between Portland and San Francisco. Comfortable motor stages in the travel season, July 1 to September 20, connect with Southern Pacific at either Medford, Klamath Falls or Chiloquin to bear the visitor through virgin forests to the Lake's craggy rim. Good accommodations are available at the Lake. With its surrounding forests, pinnacles and neighbor lakes, Crater Lake is now a national park and playground.

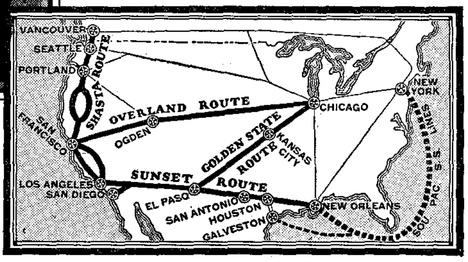
See the whole Pacific Coast

Crater Lake is only one of the playgrounds accessible by Southern Pacific, whose four great routes penetrate and explore the West. No other railroad offers such a choice of routes. You can go west one way, return another; stopover anywhere. Low summer fares will be in effect May 15, return limit October 31.

Through glorious mountain scenery on the Shasta Route.

Southern Pacific

Four Great Routes



Write to E. W. CLAPP, 310 S. Michigan Blvd., Chicago, for these two free illustrated books: "*Crater Lake*" and "*How Best to See the Pacific Coast*".

COME

Take a Chris-Craft Ride!

Model 17 Chris-Craft 28-ft. Custom Runabout, 11 passengers, 40 miles per hour, $4675

Chris-Craft

Wherever you may be, at home or abroad, Chris-Craft merchants await the pleasure of giving you and your friends a Chris-Craft ride. In principal centers throughout the world, Chris-Craft demonstrators lie in the water awaiting only the touch of the starter button to unfold for you a remarkable experience in water motoring.

You'll feel just as much at home with a Chris-Craft as you do at the wheel of your automobile. Starting, lighting, steering and controls are those of the high grade motor car. Ahead or back, turning or stopping, Chris-Craft minds your hand and matches your mood—a child can drive it.

Phone or write the nearest Chris-Craft merchant. He will arrange to have you drive a Chris-Craft as our guest. A confidential deferred payment plan is available. A completely illustrated catalog may be had for the asking.

Chris-Craft merchants are being drawn from the ranks of successful men in all lines of business. If your interest lies in a Chris-Craft franchise and you are located in open territory, write or telegraph for information on this, the next great business opportunity.

CHRIS SMITH & SONS BOAT COMPANY
805 Detroit Road, Algonac, Mich.
New York Factory Branch—1 West 52nd St. at 5th Ave.

Chris-Craft
World's Largest Builders of All-Mahogany Motor Boats

Runabouts - Sedans - Commuters - Cruisers
18 Models 22 to 38 feet 30 to 45 Miles an Hour
82 to 225 Horsepower 8 to 26 Passengers
$2235 to $15,000

Chris Smith & Sons Boat Co.
805 Detroit Road, Algonac, Mich.
Please mail illustrated catalog.
Name____________________
Address____________________

PERSONAL GLIMPSES
Continued

and uniforms to be used in a Russian picture. I told him that there were no such hats or uniforms in existence."

"'I know what I am talking about,' he insisted, when I told him that we wouldn't make such stuff. 'I should know what Russian soldiers wear.'

"Nevertheless they did not wear the kind of design he wanted, and when I took him into the library and showed him a Russian military manual, he agreed. We could have made the hats and rented them to him, for we never sell anything, even tho it is specially made for a customer; but what earthly use would they have been to us when he had finished the picture? No Russian picture could have used them again if the director was particular about details. And to-day the director that isn't particular is a rare exception."

No secretarial barrage is laid down before Mr. Lambert's private office. Any one, whether he has business with him or not, can wander in. This seems extremely careless of him, for thousands of priceless antiques—tomes, prints, jewelry, and what not—lie in unlocked cabinets that range the four walls. During my last visit there were no less than fifteen movie stars who stopt at the door with a "Hello, Ed!" Mr. Lambert is a friend to the entire motion-picture industry.

The movies are educational. Their value in imparting information is now recognized everywhere. Detail must be right; if it isn't, the majority of the audience may be seriously misled—and the minority will write terrific letters about mistakes to producers and directors. And so the movies teach now, as well as entertain. And no one deserves greater credit for this state of affairs than the owner of the crazy telephone—Edward Lambert, who is the walking encyclopedia of Hollywood.

Stocking Censorship.—The short skirt is making changes everywhere. Out in Indiana several churches have decided to place curtains around the lower part of their choir lofts in an effort to put over the idea that knees should be looked upon chiefly as adjuncts to prayer.—*Boston Herald.*

More of Hosanna and less of Anna's hose.—*New Yorker.*

Come Clean.—We therefore urge every person who reads this article to turn to the last page of this paper where you will find a blank. Will you not kindly fill out that blank giving names and addresses of the leaders of the church with which you are afflicted?—*The American Issue.*

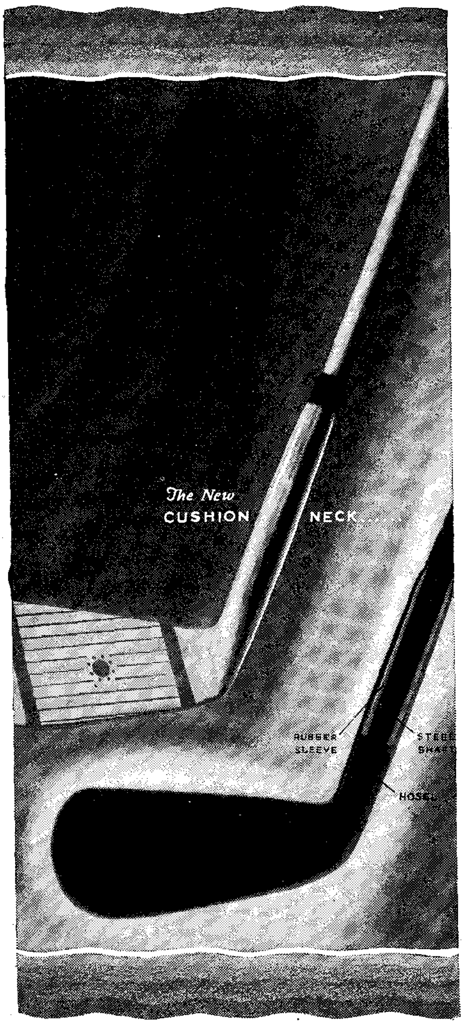
Flattering Phrases.—"Do you believe everything you see in print?"

"Sure," answered Senator Sorghum, "I'm a busy man and have only time to read my biography in the Congressional Directory."—*Washington Star.*

Give It a Name.—The man has a scar on his upper lip and is bow-legged, pigeon-toed and tongue-tied. He is five feet, ten inches tall and weighs about sixteen pounds.—*New Haven Journal-Courier.*

Hands, *you've got to hand it to* SPALDING

for removing vibration from the steel shaft



for giving you steel shafted irons with the sweet feel of the finest hickory

Thousands of golfing hands can look forward to the biggest thrill they ever got out of a steel-shafted club. For now, for the first time, they are going to get steel-shafted irons with the vibration removed—steel-shafted irons that have all the sweet feel of the finest hickory.

They are the new Kro-Flite Irons. And they are free from all vibration because they are made with the new Spalding "Cushion-Neck"—Spalding's latest contribution to golf . . . another Spalding "first" . . . another feature to be found only in Spalding clubs.

If, up to now, you have ever used steel-shafted *woods*, you know what a sweet feel they give you—and perhaps, straighter shots, too! But if, in seeking straighter iron shots, you have ever tried steel-shafted *irons*, you know that all sweet feel is missing—destroyed by vibration.

And here's why. The metal contact of steel head against steel shaft forms a perfect conductor that carries the shock and vibration of each shot right up into your hands. Metal-to-metal contact and sweet feel just don't go together.

But in the "Cushion-Neck," *there is no metal-to-metal contact.* At no place in the club does the steel shaft touch the steel head. Even the steel rivet that has always been used to join the two is done away with.

For before the shaft is fitted into the hosel of the head, it is enclosed in a cushioning sleeve of lively rubber. Vibrations can no more pass through this rubber sleeve than can electric current pass through the rubber insulation on a wire.

And Spalding has worked it out so that this rubber cushioning never loses its liveliness. For the rim of the hosel is crimped around the rubber, sealing it forever from the air—retaining the liveliness of the rubber for the life of the club.

Decide right now to make the "Cushion-Neck" your next golfing adventure. The very first chance you get, lay into a ball with a "Cushion-Neck" iron. Only then can you appreciate what a sweet feel Spalding has given to the steel-shafted club.

The "Cushion-Neck," in the world's most perfectly matched clubs

The new "Cushion-Neck" construction comes in Kro-Flite Registered Irons and Kro-Flite Related Irons—the world's most perfectly matched golf clubs. These Kro-Flite Irons are so perfectly related that you can use the same swing and timing for every club. With your eyes closed, you cannot tell which club you are swinging. From driving iron to mashie-niblick they all feel exactly alike. Instead of mastering six or nine different swings, you master one. And that one is the right swing for every Kro-Flite iron in your bag.

BUY A MATCHED SET IN EITHER OF THESE TWO WAYS

You can buy a set of Spalding matched irons complete, or build it up by buying one or two clubs at a time. Kro-Flite Registered Irons are sold only in sets—never separately. The specifications of each club, in each set, are registered at various stages in its manufacture. Thus Spalding has a complete record of every club in your set—and can replace it if it is ever lost or broken.

Kro-Flite Registered Irons come in sets of six or nine. The set of six perfectly matched irons with "Cushion-Neck" steel shafts, is $60. With hickory shafts, $50. The set of nine, with "Cushion-Neck" Steel shafts, is $90. With hickory shafts, $75. The six-club set can be increased to nine at any time after purchase.

Kro-Flite Related Irons come in two swinging weights, indexed by one and two crows. You can buy them in sets or you can build up a perfectly related set by buying one or two clubs at a time.

Kro-Flite Related Irons with "Cushion-Neck" steel shafts are $8 each. With hickory shaft, $6.50 each.

The Registered Wood Set, consisting of twin Driver and Brassie, is $30, hickory or steel shafted. Spoon to match is $15. Let your professional outfit you. Spalding dealers also carry these clubs, as do all Spalding Stores. © 1929, A. G. S. & B.

Spalding
KRO-FLITE
GOLF CLUBS

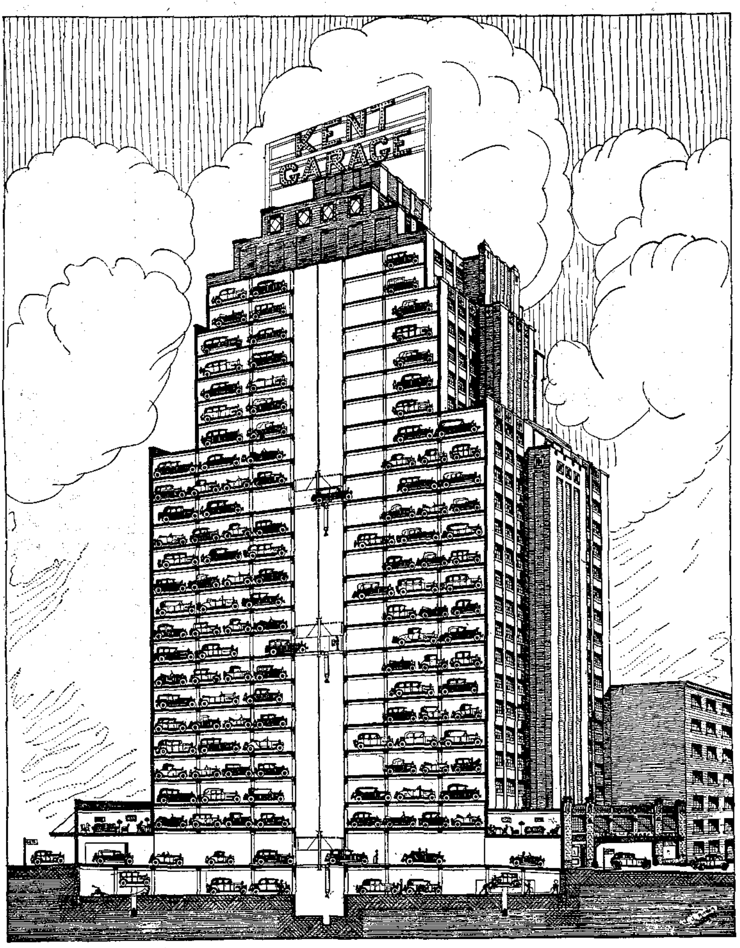
Registered Sets—
Sold in sets only.

Related Clubs—
Sold one at a time.

MOTORING AND AVIATION

PUTTING PARKING ON A SOMEWHAT HIGHER LEVEL

THE FIRE DEPARTMENT was on the scene in a hurry, in plenty of time. But the building burned, nevertheless. The firemen with their trucks and ladders and hose could not work efficiently because the curbs of the street were blocked by parked cars. By the time these had been cleared out enough to provide the needed space, the blazing building was beyond help. Incidents of this sort, becoming more and more common, are one of the more spectacular reasons why city officials all over the country are trying to devise ways of keeping the streets clear of automobiles not in use. Traffic has outgrown street space, Avery McBee tells us in the Baltimore *Sunday Sun*. The writer then goes on to tell of plans under way in various cities throughout the country to solve the problem. These plans involve the erection of sky-scraper garages, of which some are now in use, in which the automobilist may store his car during his day in the city. Chicago and New York, we learn from this writer, have such garages, and interest in them is country-wide. The operation of one just opened in New York is shown in the diagram on this page.



HOTEL SERVICE FOR THE AUTOMOBILE

This diagram shows the working of a sky-scraper garage, recently opened in New York, to keep the parked car off the street.

Continuing his analysis of the plight of cities whose streets are too narrow to accommodate both parked and moving automobiles satisfactorily, Mr. McBee writes:

> With building development so far advanced, it seems hardly possible that down-town streets as a whole will be widened appreciably, and double-decked thoroughfares still are in the future. Yet traffic continues to grow and to stream in solid lines through the narrow streets of the older, larger cities. Every small section of space counts, and traffic experts are realizing that great benefit would be realized if the lines of idle cars at curbs could be removed to allow two more lines of moving vehicles on every street.
>
> But how to do it? Citizens of each of the larger centers have tied up millions of dollars in their automobiles and, to use the words of H. M. Lucius, managing director of the Automobile Club of Maryland, "they have not bought them for week-end rides. For every foot of parking space taken away at the curbs there should be provided another foot somewhere else."

As for Baltimore, parking was abolished on certain streets. Almost immediately, we read:

> Commercial interests saw possibilities in the situation. A company announced plans for a big parking garage that would hold 1,500 cars, but the project was abandoned after protests under the zoning law.
>
> The capacity of such a garage as was planned would be the equivalent of well over half the parking space in the entire down-town shopping section. The police believe that with such garages at several key points in the city, charging low parking fees, they would be justified in asking for abolition of parking in the down-town area, where traffic is most congested.

This same thought has occurred in other cities, and "city officials are watching with interest the development of parking garages along scientific lines," the account tells us, continuing:

> Parking garages have been in operation for some time, but until recently the growth of these units to the tremendous dimensions that are needed to-day has been blocked by the time required in handling large numbers of automobiles during rush hours. How this serious drawback is being overcome is worth studying.
>
> The type of elevators that have been in use in the ordinary garages for some years are entirely too slow to handle a rush of cars, while the two-way ramp system has been little better. If the old style of handling were applied to one of the big, modern garages, with floors built hardly higher than the cars themselves, waiting machines would bank up for a block outside the building.
>
> But refinements of these two systems have brought about rapid handling of motor-vehicles. The double ramp came first, with its two spirals of one-way runways, one up, the other down, yet taking no more usable space than a single ramp.
>
> Of late there has come into use, too, the fast elevator, and it is in this field that most progress is now being made in swift handling of cars. First experiments made with these units in New York, Chicago and other cities found a heavy influx of cars taken care of in good order, but always there was loss of time at the various floors when an attendant had to start the cars' motors and run them off, shifting them about to fit the spaces. At the afternoon rush hour, too, loss of time was experienced in moving machines about in order to get one particular car out of the jam on an upper storage floor.

The latest and most efficient of the new garages has just opened its doors in New York, we read, and its operators "make the interesting promise that any car in the building will be delivered at the door to the owner in three minutes, without having been touched by hand. The car is parked in the same mechanical way." Pursuing the account:

> It really is an amazing system. In the first place, the building occupies a lot footage of only 50 by 140 feet, fronting on Forty-third and Forty-fourth streets, just east of Third Avenue, yet it can hold and handle a thousand cars. Thus, while occupying no more precious ground space than two ordinary private homes

Teeth HARD to Whiten?

try a big blue tube of IODENT NO. 2

IF YOUR teeth are *hard to whiten*, don't let another day pass without buying and trying a big, blue tube of IODENT No. 2!

Here is the safest, surest and swiftest whitener of dull, yellow, hard-to-whiten teeth ever created—and, for that vital reason, it has been one of the most popular dentifrices in America for many years.

Note particularly how IODENT No. 2 maintains an effective body, without excessive foaming or liquefying—how it goes to work on the teeth, gets everywhere, clings 'til it cleans, sparkles in the mouth, and produces a dazzling lustre.

Yet you can depend upon its absolute safety because it is made by a prominent Detroit dentist. It contains no harmful grit or bleaches.

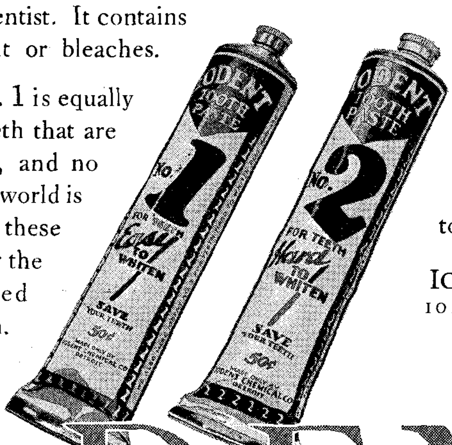
IODENT No. 1 is equally effective for teeth that are easy to whiten, and no other paste in the world is compounded in these two textures for the two recognized classes of teeth.

Another vital consideration: Both of the IODENTS contain potassium and calcium iodides in easy soluble form—the finest tonic known for soft bleeding gums.

* * *

The dental profession has long recommended the IODENTS. Buy a tube today at your druggist's.

IODENT CHEMICAL CO.
IODENT BUILDING—DETROIT


IODENT TOOTH PASTE
No. 1
FOR TEETH Easy TO WHITEN
SAVE YOUR TEETH
50¢
IODENT TOOTH PASTE
No. 2
FOR TEETH Hard TO WHITEN
SAVE YOUR TEETH
50¢
IODENT CHEMICAL CO. DETROIT

No. 1
Is the Ideal Dentifrice for those whose teeth are EASY to whiten

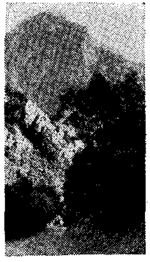
IODENT

IODENT NO. 1
for teeth EASY *to whiten—in the red tube*

TOOTH·PASTE

IODENT No. 2
for teeth HARD *to whiten—in the blue tube*

Nature's Greatest Summer Playground



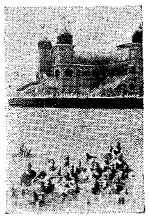
Scarcely forty minutes from the center of Salt Lake City

HERE you come close to the inner heart of Nature... to the unusual, the extraordinary, the rarest of scenic masterpieces! You will be awestruck, astonished and perhaps a little frightened at first by the overwhelming immensity and magnificence of the mighty rock walls of Zion Canyon, the incredible labyrinth of flaming stone sculpture at Bryce and Cedar Breaks, and the breath-taking profundity of the Grand Canyon as seen from the lofty, forest-clad north rim, accessible only through Utah.

Salt Lake City is the gateway to all this stupendous wonderland, and to Yellowstone. And half-encircling Salt Lake City are mountains that rival the Alps, with seven scenic canyons opening at the city's very edge. No other large modern city in America has such a beautiful setting.

And nowhere else on the continent can you experience that remarkable aquatic thrill—being literally lifted off your feet in spite of yourself when you take a dip in the sparkling, buoyant water of Great Salt Lake. *Try* to sink! You can't do it!

Then there is the romantic historical background of Salt Lake City—the interesting "Mormon" pioneer landmarks and symbolic monuments. Here is the "Plymouth Rock" of the great West.



Floating without effort in Great Salt Lake.

Those with an eye to business opportunity even while vacationing, will find much of interest at Salt Lake City, the strategic commercial center of a vast, rich and rapidly growing area. Plan to come this summer.

SALT LAKE CITY

MAIL THE COUPON TODAY

CHAMBER OF COMMERCE, Dept. LD-2
Salt Lake City, Utah
Please send pictorial booklet on Salt Lake City.

Name....................................

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City.........................State.........

MOTORING AND AVIATION
Continued

in New York, it can hold cars that ordinarily would take up curb territory for many blocks around.

This garage uses only three high-speed elevators that travel a floor per second, with two cars aboard, but the real feature is an automatic parking arrangement that does away with the loss of time while shunting the cars about and with the overhead of extra men on the various floors. The elevators, placed in a bank of three in the center of the building, covering its width, take their freight to compartments accommodating from four to six cars, with space for maneuvering.

A car is driven into the doorway. A signal tells the driver which way to go, and he proceeds along low guide curbs for a short distance, gets out of his car and, if he likes, locks transmission and doors after shutting off his motor. Immediately he leaves the machine, by the touching of a lever, a little device slides out from a nearby elevator, is run under the car, automatically jacks up one end and pulls it forward into the elevator at the same time that another automatic parker, directed in the same manner, is placing another car on the elevator from the other side.

Then the operator starts his lift, whizzing by a floor every second until he reaches a space that is shown vacant by a system of lights. The operator opens the door and at the touch of another lever the car is pushed forward on its parker to the designated space. The operation takes almost as little time as it does to tell about it. Perhaps on the way down the elevator operator may get a signal to pick up a car in some other loft. He throws open his door, picks up the machine and delivers it to the owner below. During all that time it has not been touched by a hand, unless the owner has given orders for the machine to be cleaned and polished. Within each storage loft some shifting of cars may be needed at the afternoon rush, but this is done with extraordinary speed.

New York "can well afford a number of these small lots for such garages," and it is understood that the city is encouraging their construction, for enough of these units at salient points will make it possible and practicable to limit or abolish curb parking in sorely prest districts," observes Mr. McBee. Quoting further:

A variation of this idea already is in operation in an unusual building on Wacker Drive, Chicago. It is the Pure Oil Building which is an office building with a garage as a core. This structure, which is 550 feet high, counting its tower, handles unseen within its lofty sides between 500 and 700 cars a day without difficulty or delay, yet to the eye it appears only as a big, modern office building.

All offices have the benefit of daylight, being arranged around the garage which forms the center of the building all the way to the foot of the tower. It employs a slightly different system from the New York garage just described, altho the system accomplishes the same end. The car is left at the loading center on a small platform with guide rails. This platform tilts and the car runs forward into the elevator. The operator then shoots skyward and, at an empty space, opens the

The Friend of every traveler ~ abroad

WHAT? A friend abroad? Yes! *Your* friend if you go, your friend's friend—in fact every traveler's friend.

Ask those who have been abroad whether they have seen him at the docks, frontiers, and stations—arranging train reservations, securing hotel accommodations and smoothing out difficulties which seem insurmountable to the inexperienced.

The uniformed representatives act as service units of the world-wide American Express organization to assist those who carry American Express Travelers Cheques. For almost two generations these sky-blue funds have safeguarded money against theft or loss and are spendable everywhere.

An introduction? You need none, for your wallet of American Express Travelers Cheques acts as an automatic introduction.

Issued in denominations of $10, $20, $50 and $100
Cost 75c *for each* $100

Sold by 22,000 Banks, American Express and Railway Express Agencies. Merely ask for the sky-blue American Express Travelers Cheques.

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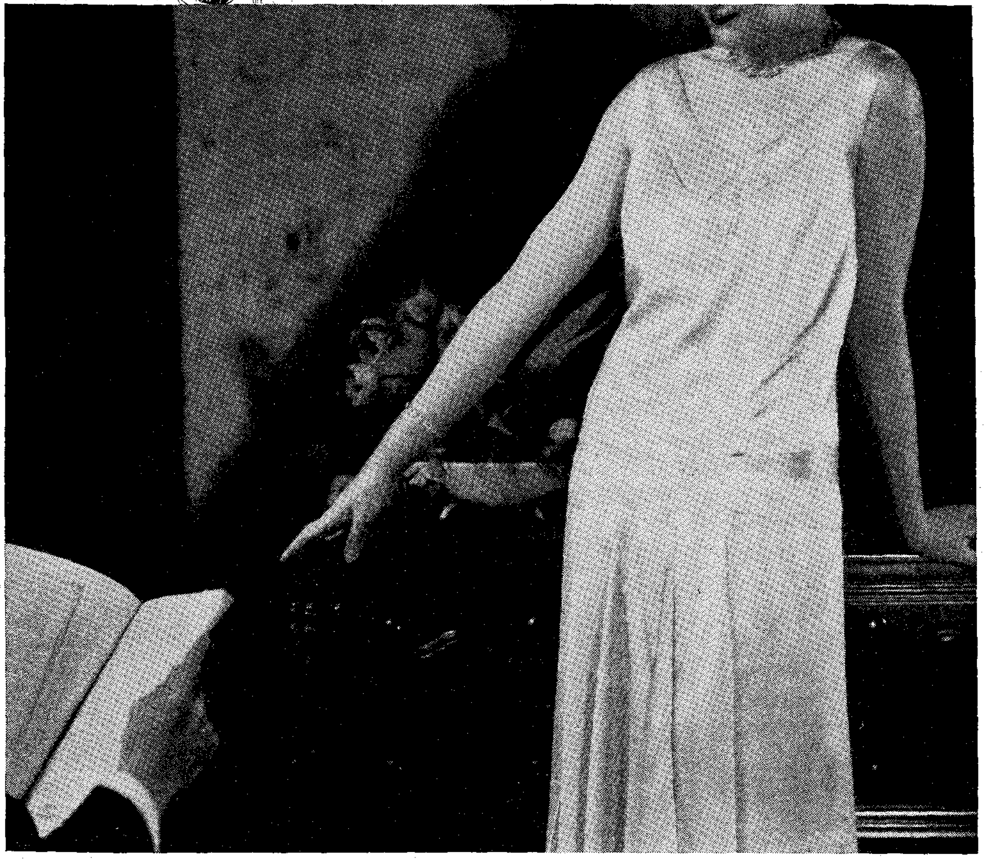
AMERICAN EXPRESS
Travelers cheques

Steamship tickets, hotel reservations, itineraries, cruises and tours planned and booked to any part of the world by the American Express Travel Department

"It Looks like a Million Dollars!
—*When* did you get it?"



Poor innocent

As though he hadn't paid the bill for that gown three months, and more, ago! As though you hadn't worn it to the Westlakes' dance and to the Purdys' dinner and on *at least* three other occasions—

And *now* he asks you *when* did you get it!

Isn't that just like a—

But perhaps there *is* some excuse for him after all.

It *was* a bit wilted the last two or three times he saw it—

And it is certainly *far* from wilted *now* since it has been dry cleaned! In fact, when you took your last look at yourself in the long mirror before joining him, you took the very words out of his mouth—"*It looks like a million dollars!*" you said.

* * *

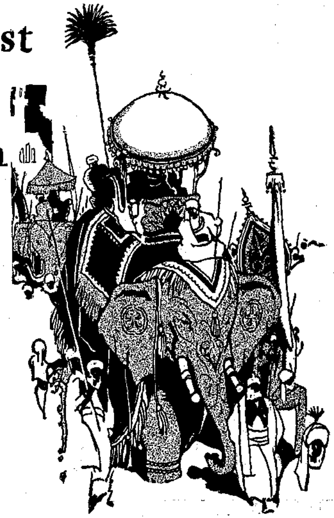
It really doesn't seem possible, does it, that dry cleaning could restore the gleaming, lustrous sheen to dull, droopy satin? And the color! So newly warm and rich! And the feel! So soothingly sleek!

No wonder, after all, that he didn't recognize it! *It certainly does look like a million dollars!*

Clothes *do* help you win
. . . dry clean them oftener!

Published in the interest of the Dry Cleaning Industry by The American Laundry Machinery Company, Executive Offices, Cincinnati, Ohio

What *would* the world's greatest travel system plan?



1929...1930
WINTER
CRUISES

Do you know that there is a single travel system...with its own offices in 35 Asiatic ports, 52 European cities...with regular routes covering two-thirds of the globe...with connecting systems such as State Railways of India... with cruise experience covering 500,000 miles?

What cruises would such a system plan? Canadian Pacific presents for 1929-30:

ROUND-THE-WORLD
More than ever, the great world experience. Three added ports. Five outstanding events. The epochs of Italy, Greece, Egypt, India, China. Empress of Australia, 21,850 gross tons. From New York, Dec. 2, 137 days. From $2000.

SOUTH AMERICA-AFRICA
The world in its most startling contrasts. West Indies...South America...South Africa...Interior Africa...last of the vast wilderness ...East Africa...Egypt...the Mediterranean. From New York, Jan. 21, by Duchess of Atholl, 20,000 gross tons. 104 days. $1500 up.

MEDITERRANEAN
Two cruises, 73 days each. Empress of Scotland (Feb. 3). Empress of France (Feb. 13). Both from New York. As low as $900.

The alluring details are in booklets. If you have a good travel agent, ask him. Also the Canadian Pacific: 344 Madison Ave., New York ... 71 E. Jackson Blvd., Chicago ... 201 St. James St., West, Montreal ... and 30 other cities in U. S. and Canada.

Canadian Pacific

MOTORING AND AVIATION
Continued

door, tilts the elevator platform and the car rolls to its storage space, the process being reversed for getting the machine out.

In comparison with systems such as these the pioneer parking garages of several years ago seem clumsy and inefficient, altho they answered for some of the cities a very definite need. Detroit, Cleveland and Cincinnati were among the leaders in the movement to erect specialized parking buildings whereby the pressure of curb parking might be relieved. They set the precedent of structures built only for automobile parking, with shelflike floors which were reached, in most cases, by the double ramp idea that was accepted first as an efficient means of handling automobiles in volume.

But in spite of the large number of cars that these buildings hold, they take up a great deal of ground space, because they were spread out and were not built to very great heights. The idea now seems to be to cut down on ground space and work with the sky as the limit and realization that the upper air costs nothing per front foot.

In London and Paris, too, authorities are not insensible to the growing parking evil, and for some time both of these cities have experimented with underground parking areas.

For some years traffic authorities have looked longingly at roof space as a potential solution of the parking difficulty, for tops of buildings down-town would accommodate many thousands of machines, but two things stumped those who have thought seriously of the matter. One is how to get the machines up there in any number, and the other is how to equalize the uneven heights of the buildings. Furthermore, there would be the necessity of strengthening roofs against such weight, altho this obstacle is not insurmountable.

Nearly all cities, we are reminded, have tried to clear main up- and down-town streets of parked cars during the morning and afternoon rush hours by prohibiting parking on these streets in those hours. Reading on:

> Baltimore has had these rules for several years, but the difficulties have been to get the motorists to obey the edicts. One car parked in a block supposed to be clear is just as bad as a dozen machines in that block, for it breaks the intended additional line of traffic, and drivers, seeing the lone car ahead, refuse to drive in behind it, knowing that they can not get back in the moving line until a break comes, which is uncertain. True, the offender is given a tag and he pays his fine in court, but that is of little help to traffic of the day before.
>
> Detroit and Pittsburgh have an effective way of handling this situation. They have provided a number of crane-towing trucks which patrol the down-town district. When a car is parked in the wrong place, a crane-car backs up to it, swings its front end from the ground and rolls away with the machine, leaving the lane clear for traffic. The offending motorist then must claim his car at a police lot, and must pay $5 towing charge. If he has left his brakes set, it is just too bad, for they will be burnt out. These trucks drag away cars parked overtime as well as those parked in forbidden spaces, and also serve to clear curbs when fires break out down-town.

the Emerald Isle

Edmund Spenser, English poet, sang loud the praises of Ireland as far back as the 16th Century. Erin, he calls a "Chosen plot of fertile land, Amidst wild waves sett like a little nest; As if it had by Nature's cunning hand; Been choysely picked out from all the rest".

Where is the loveliness to excel Killarney, Kenmare, Bantry, Glengarriff? Who has not longed to see Cork, the Vale of Avoca, Waterford, Tipperary and the Blarney Castle?

It is simple and amazingly economical to visit Ireland. You can travel to and from London by the Fishguard-Rosslare route. Modern, luxurious steamers for the short sea trip. Regular express services from London, through Wales and Western England.

You can plan the details ahead, and buy your tickets here in New York, as soon as you have decided where to go.

Guide No. 82, containing full information, gladly sent on request

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AT ALL DRUGGISTS

WIPING OUT THOUSANDS OF MILES BETWEEN THE TWO AMERICAS

ALL the way "around Robin Hood's Barn" the letter had to wander to reach its destination. It was mailed in Lima, Peru, on the west coast of South America, and it was addrest to Iquitos, the "inland, jungle-bound city at the headwaters of the Amazon," some 800 miles to the northeast, we learn from Alden P. Armagnac in *The Popular Science Monthly*. But the letter, a short time ago, could not go as the crow flies, nor could it even arrive after a reasonable deviation from the difficult and dangerous direct route. It went, the writer tells us, "from Lima to New York, thence to Rio de Janeiro, Brazil, on the Atlantic seaboard, and finally clear across South America, via the Amazon, to Iquitos. By that route it took a letter six weeks to cover the 800 miles." But the mail and passenger carrying airplane has changed this, as Mr. Armagnac tells us in his article on how air travel has speeded up schedules in South America. Reading on:

> Formerly travelers from the seacoast, if they cared to risk the uncomfortable and dangerous trip through the jungle to Iquitos, crossed the first range of the Andes by rail and motor-car to San Ramon, and then embarked perilously at sources of streams through the wilderness. To-day, Keystone mail planes carry the passenger in speed and comfort to Masisea, the nearest point on a water route to Iquitos. There he changes to a seaplane that takes him the rest of the way. The whole trip requires only thirty-six hours.

But the benefits the airplane brings to South America are not confined within the limits of the continent itself. For the first time in history, Mr. Armagnac tells us, there is air-mail service between North and South America. Recently, the account continues:

> The Post-office Department announced that it had awarded an air-mail contract to a United States firm for operating an airway from Cristobal, in Panama, down the west coast of South America to Santiago, Chile. For sheer magnitude the project is unequaled in air history. With its connections to Canada, through the United States, it is by far the longest airway in the world. The portion running south from Florida, via a recently opened Miami-to-Panama route, is alone 4,300 miles long.
>
> Nor is this new air highway that inaugurates more than a mile-a-minute travel from New York, Chicago, and other United States cities to South America the only avenue in prospect. Already another line from Panama to Dutch Guiana is under mail contract.
>
> Airmen are looking south, these days. They see a great continent of fabulous riches, ready for the tapping. Air lines in South America, springing up under the spur of European and American influence, are linking the whole enormous group of countries in a new network of communication. The Midas touch of the airplane is transforming everything it meets to gold, by giving a swift new outlet for the products of hitherto inaccessible provinces.
>
> Nowhere in the world, perhaps, do the old and the new modes of travel contrast

Lovely pearls that gleam and glisten are yours to possess when cloudy film is removed from lovely teeth.

Film discolors whitest teeth

Are your teeth dull, lustreless? Are you prone to tooth and gum disorders? Then remove film this scientific way.

(*Send coupon for free 10-day supply*)

THE misfortune of cloudy, unattractive teeth might be accepted if nature were to blame. But dull teeth and pale gums softened by disease are not natural conditions.

In a startling number of cases dental science now traces the chief cause of discolored teeth and serious tooth and gum disorders to a film that forms. When it is removed a marvelous change takes place. Teeth become dazzling white and are less subject to decay. Gums grow firmer and regain their rose-like color. By all means test its powers for 10 days free.

Film—its dangers

Run your tongue across your teeth and you will feel the dreaded coating—film. It clings to crevices and stays. It absorbs ugly stains from foods and smoking.

Film hardens into tartar—thus invites decay. Germs by the millions breed in it. And germs with tartar are the chief cause of pyorrhea.

How the new way removes film

Brushing fails to remove film successfully. Now the world of science produces a special film-removing agent. First it curdles film. Then light brushing easily removes it.

Teeth begin to whiten. The danger of decay is removed. The source of pyorrhea and bleeding gums is combated. And many of the ills that appear in later life are immeasurably lessened.

Try this way for 10 days—Free

Remove film by this method for 10 days. A glorious surprise awaits you. Teeth regain sparkling whiteness. Smiles grow far more charming. This is a great step toward a winning personality. The greatest movie star could never have succeeded with dull, unattractive teeth.

Get a full-size tube wherever dentifrices are sold, or send coupon below to nearest address for free 10-day tube.

FREE 10-DAY TUBE

Pepsodent

The Special Film-Removing Dentifrice

Mail Coupon to
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1104 S. Wabash Ave.,
Chicago, Ill., U. S. A.

Name.........................

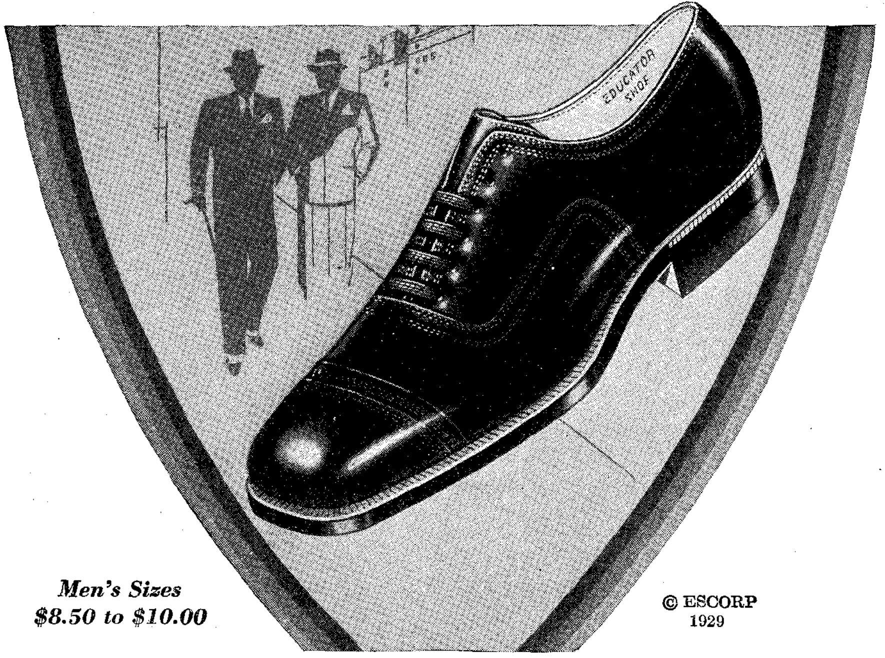
Address.........................

City.........................

Other Offices: The Pepsodent Co., 191 George St., **Toronto** 2, Ont., Can.; 42 Southwark Bridge Rd., **London,** S. E. 1, Eng.; (Australia), Ltd., 72 Wentworth Ave., **Sydney,** N. S. W.

Only one tube to a family 3224

What more could a man ask?



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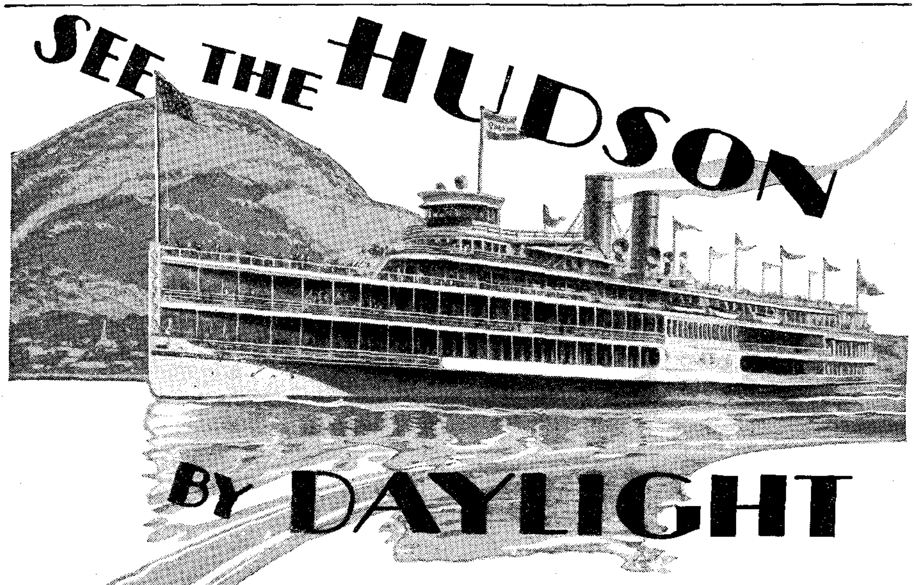

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Ask that your ticket read by Day Line or we will accept through rail tickets between New York and Albany and Albany and New York. Write for illustrated literature.

Day Line

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West 42nd Street Pier New York City

MOTORING AND AVIATION
Continued

so vividly, side by side, as in South America. You may still, if you wish, travel on the back of a mule the three-hundred-mile trail from Cochabamba to Santa Cruz, in Bolivia. The trip takes just three weeks. Every week a plane of the new air-line makes the same trip in three hours. Again, a small, crowded stern-wheel steamer winds its way up the Magdalena River, in Colombia, to take travelers from Barranquilla, at the mouth, to Bogota in the interior. The trip takes from nine days to one month; no one can tell you exactly how long. "It all depends"—among other things—on whether the boats run aground in the treacherous river, which not infrequently happens. To-day seaplanes leaving Barranquilla daily whisk a voyager up the river as far as the town of Girardot, whence it is a few hours overland to Bogota; total time, nineteen hours!

These "typical examples" give some idea of the tremendous revolution that aviation is working in South America. Where the mountainous peaks of the Andes and the swampy banks of treacherous rivers have hindered the building of railroads, the air-lines rule supreme." Quoting further:

To them the countries of South America look for a new network of communication that will make them mighty powers in world commerce.

European interests have been quick to grasp the importance of air development and the vital part it will play here. While the United States was still considering the extension of its air-lines southward, German and French capital paved the way for local and Europe-bound lines.

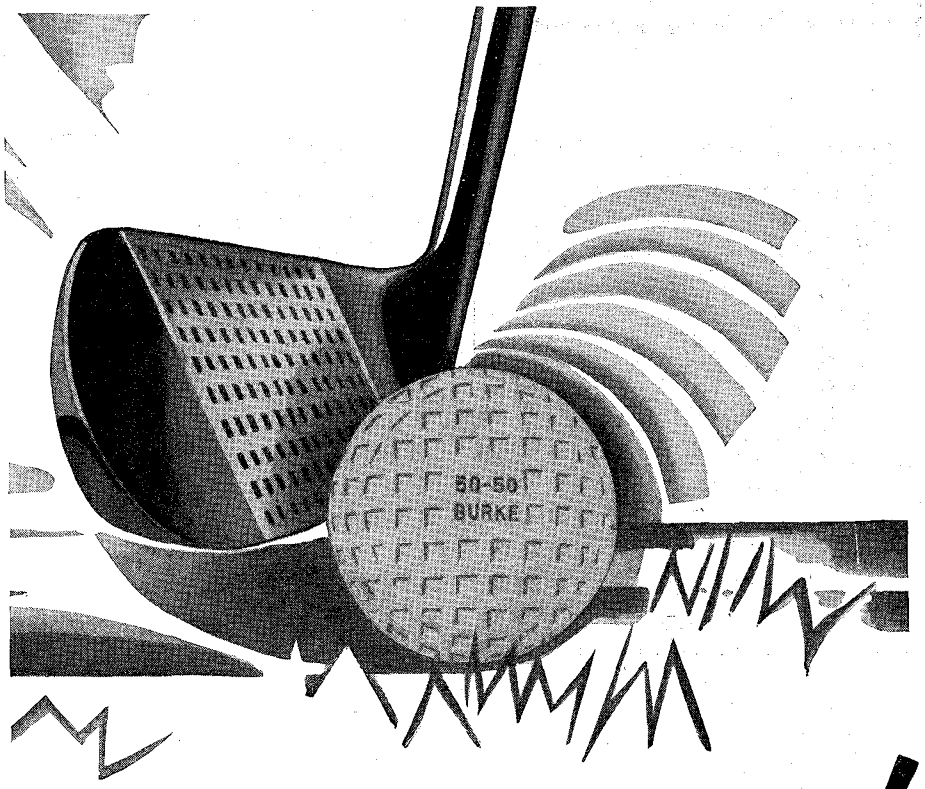
One of the most ambitious of all is the French organization, the Compagnie Generale Aeropostale, which operates planes all along the eastern coast of South America from Buenos Aires, Argentina, to Natal, Brazil. Thence fast mail steamships ply across the Atlantic to St. Louis de Senegal, on the northwest coast of Africa, connecting there with mail planes from France.

Meanwhile the Condor Syndicate, a German firm, has inaugurated a successful service along the Brazil coast. Its Dornier and Junkers flying boats carry passengers, mail, and freight between Rio de Janeiro and Porto Alegre, northern and southern limits of the route, respectively, in one day, as against five by steamer.

In Colombia, the German firm that bears the imposing name of the Sociedad Colombo Alemana De Transportes Aereos, and is known as "Scadta" for short, has pioneered in the development of an airways system. On one of its lines, already mentioned, seaplanes daily follow the snaky Magdalena River over a tangle of tropical undergrowth from Barranquilla, on the Caribbean coast, to Neiva, far in the interior. Another line runs to Buenaventura, and thence has recently been extended to Guayaquil, in Ecuador. Every city of importance in Colombia is within easy access to an air-line. Imagine what that means in a country where it has been unusual to send a wire and get a response the same day; where there is not even a telegraph line through the mountains between many points. Under such circumstances, no one minds the cost of air travel—not even a portly gentleman who pays extra fare if his weight exceeds a hundred and sixty-three pounds, the limit.

Other countries in South America have developed impressive air services, we learn. In fact, the Latin peoples of the Western hemisphere have been caught up in the ardor of the flying age to an extent that in some respects almost puts their powerful Northern neighbors to shame—altho United States enterprise is doing its share in spinning the vast web of Pan-American aerial intercourse. Returning to Mr. Armagnac's article:

> The extensive system of the Lloyd Aero Boliviano offers access to hitherto almost inaccessible sections of Bolivia, "at the top of the world." Chile's air-line between the inland city of Santiago and Valparaiso, on the Pacific coast, recently has been extended all the way to Arica on the northern border. In addition to the San Ramon-Iquitos service in Peru, an American-owned line operates planes along the Pacific coast from Mollendo north to Talara, also in Peru.
>
> These lines are the skeleton of a gigantic aerial hook-up that now seems destined to cover South America, under the spur of Uncle Sam's new airways reaching down to meet them.
>
> For some time an American concern, Pan-American Airways, has held the mail contract for an extension of its routes from Miami, Florida, along the Atlantic coast of South America as far as Paramaribo, in Dutch Guiana. One route is in operation as far as Santo Domingo, in the West Indies, whence it will eventually complete its course to South America via the Leeward Islands. The other, through Central America, was recently opened as far as Panama by Colonel Lindbergh. At Cristobal, in Panama, the proposed mail route wings east to join the other.
>
> To the Pan-American-Grace Airways, Uncle Sam has entrusted the gigantic project mentioned at the outset of this article—the 4,300-mile air-mail link from Florida to Santiago, Chile. This, it is expected, will make it possible to whisk a letter in one week's time from New York to Chile—as against the twenty-one days now required by steamer.
>
> Already a link across the continent—over the snow-capped Andes and past crystal lakes in the towering mountains, from Valparaiso to Buenos Aires—has been surveyed both by American and French concerns. An east coast route to join French and German air-lines with the new American route to Guiana also has been surveyed. In Brazil, further extensions are planned. This great country, bisected across its entire width by the strange meanderings of the Amazon River, offers ideal routes for seaplane lines through boundless forests of exotic woods. Six lines penetrating the remote interior regions are contemplated, of which one will run nearly to the Peruvian border.
>
> For the first time, when these lines are completed, hitherto inaccessible provinces will share with those more favored, a commerce that should rival that of any empire in the world. Such strange products as annatto seed, copaiba gum, tungsten, alpaca wool, balata, tonka beans, molybdenum, ox gall, and kapok, to mention a few of South America's important products, will step into prominence in American markets.



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SWISH!... and the steel head of your mashie iron slashes into the ball like the axe of an executioner!

Another good ball gone wrong! Another addition to the high cost of golfing...UNLESS ...*unless* the ball is a Burke *Fifty-Fifty*...This score reducing ball, which sells for 50¢, absorbs punishment like a sponge absorbs water. Top it with a mid-iron, chop it with a niblick, slam it with a misplaced mashie—it survives, uncut!

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We back it with an unconditional guarantee: *If any Burke Fifty-Fifty cuts through, cracks or loses shape in fifty holes of play, we replace it without question!*

This ball has "got everything,"—long sustained flight and direction through the fairway, and line-hugging trueness on the green.

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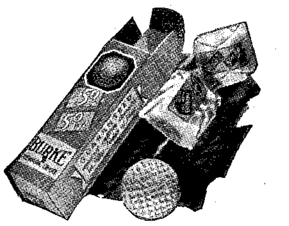
Until June 8, 1929, we will redeem the coupon below and $1 with a carton of three Burke 50/50's. Regular price $1.50. Since we sell through Retailers and Pros only, we make this remarkable offer solely to show our faith that once you try this ball you will adopt it for regular play.

BURKE 50/50

This ball will show you how to cut your annual golf ball bill into halves! Give it the chance. Send for a trial carton today.

FOR INTRODUCTORY PURPOSES ONLY



Coupon good until June 8, 1929 only. Only one carton to an enquirer.

Made by the Makers of the Celebrated Burke Clubs—True Temper Shafted.

THE BURKE GOLF COMPANY
Dept. C-1, Newark, O.

I will give the 50-50 and its guarantee a fair trial. Here's my $1 for a three-ball carton.

Name ______________

Address ______________

And PRESTO.. Your screen appears like magic!

That's the beauty of the new Higgin Rolling Screens. They're permanently in place, concealed in the top of the window frame until you want them. Simply pull them down or push them up: they work like magic. And every opening is fully screened, from top to bottom!

The new Higgin Rolling Screen combines ultra-convenience with practical construction *plus* durability. It completely eliminates winter storing, repairing, repainting. It locks automatically. All exposed parts are of copper-coated steel with statuary bronze finish. The mesh is Anaconda bronze cloth -- almost invisible.

It is as outstanding in its class as are Higgin *Sliding* and *Hinged* Screens in theirs!

Whether your home is new or old this new Higgin Rolling Screen can be adapted to your windows. Mail us the coupon and we will have our representative in your locality call. Or, phone him direct. His name is listed under "Higgin" in your classified telephone directory.

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Nation-wide Screen Specialists since 1893
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MOTORING AND AVIATION
Continued

CALLING THE OFFICE FROM A FLYING TELEPHONE BOOTH

THE reporter had a good story. "I'm all up in the air about it," he told the city editor over the telephone. And that statement was literally true. He was 2,000 feet up in an airplane over Plainfield, New Jersey. But he was telephoning the office just the same, we learn from the New York *Evening Post.* With reporters from other New York papers, including *The World, The Herald Tribune, The Times, The Telegram,* and *The Evening World,* he was participating in the first two-way communication between the air and the ground. Reporters telephoned their offices from their flying telephone booth. They heard and were heard as if they had been in every-day booths on the ground. The tests were conducted on May 1 by engineers of the Bell Telephone Laboratories and the Western Electric Company, we read in *The Herald Tribune.* A radio-equipped Fairchild monoplane was used, taking off from Hadley Field, New Jersey. The reporters' stories on this occasion described their surroundings and the conditions under which they worked. Typical was this telephoned message by Richard Montague in *The Evening World:*

> I am sending you this story from a Fairchild plane in flight. It is now 12:55 o'clock, and we are 2,500 feet up and over Plainfield. We are climbing into the clouds. The plane is as steady as a railroad coach. Outside the window of the plane I can see the small generator which is transmitting this message.
>
> The clouds are becoming quite thick below us, and they are drifting by. Through the rifts we can see small houses, and fields and roads running past them. The sun has started through an upper bank of clouds, and is shining on the clouds which lie below and about us.
>
> We are now passing over another large town, which we can see through the rifts in the clouds. The latter seem to extend to the horizon.
>
> Our speed is 120 miles an hour. On our right is a large body of water which looks like a river. Directly below us is a country club and golf course on which the sand-traps show up sharply against the green.
>
> It is 1:15 o'clock and we are 3,000 feet above the clouds. We are flying over a small town in which the houses look like a lot of blocks, such as children play with. There is a green hill just ahead of us, and below, now, is a railroad track winding through the green countryside. A wisp of smoke from a locomotive is trailing along the track.
>
> The sun, which disappeared for a while, has come out again and is making the clouds brilliant white. In the distance we can see woods and fields in all directions. The cultivated fields are brown in contrast with the green of the untilled fields surrounding them.

The transmission was clear and was effected in the ordinary way, *The Evening World* says, offering us this additional information:

HOT WATER
by the tubful
without coal or gas..

MAKE it easy for your children to learn habits of cleanliness and health, by giving them plenty of hot water for daily baths. With a Perfection-made kerosene water heater in your home you can be sure of a bountiful supply of hot water, winter and summer, without heating up your kitchen. We make five models of water heaters . . some with long Perfection, some with short Puritan burners. All of them are safe, simple, economical. Any child can light them. One model has a 30-gallon storage tank that keeps water hot a day and a half. Two turn themselves off when the water is hot. All are fast. All work equally well in homes with or without running water. Prices, $23 to $190. See your plumber. Or write for free booklet.

PERFECTION STOVE CO.
7572-C Platt Ave., Cleveland, O.
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Kerosene Water Heaters

DO YOU WANT a new business profession of your own, with all the trade you can attend to? Then **become a foot correctionist,** and in a few weeks earn big income in service fees—not medical nor chiropody—easy terms for home training, no further capital needed, no goods to buy, no agency. *Address*
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Louis Diat, **Chef de Cuisine, The Ritz-Carlton Hotel, New York City, says:** "Exclusive, distinctive, and brimming with delicacies that unfortunately so seldom adorn the dining tables of American homes. 'The Blue Book of Cookery' is a charming text."

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The reporter put in his call for Beekman 4000, the number being repeated by the operator, and the connection then being established. The reporter then gave his story to one of the rewrite men at the desk as if he were in a public telephone booth on the ground.

The successful experiments this afternoon opened a new field of radio-telephony. Within a short time, it was predicted, it will be possible for the passenger of a plane en route to Washington, for instance, to put in a call for his office or his home, and deliver a message as if it were an ordinary long-distance call, and vice versa.

To-day's experiments were carried on by the Western Electric Company and the Bell Laboratories with a new four-tube low wave sending set.

The set was installed in a Fairchild monoplane owned by the Bell Laboratories and piloted by Tom Dursee.

The connection between the plane and the newspaper offices was established by the ground station at Whippany, New Jersey.

The sending set making possible this aerial transmission of newspaper stories is small and compact, weighing only seven pounds, and is far more sensitive than sets used in former experiments. It is operated from a generator driven by a small propeller on one of the struts.

The reporter, sitting a few feet behind the roaring motor, wore an ordinary headpiece and spoke into a microphone transmitter equipped with a rubber fringe. This fringe deadened the roar of the engine to a certain extent, altho the person at the receiving end was aware of a dull rumble in the background.

The experiments to-day were considered all the more successful as the weather of New Jersey and New York was rainy and foggy.

While in the plane, the reporter was able to understand every word spoken to him from the other end.

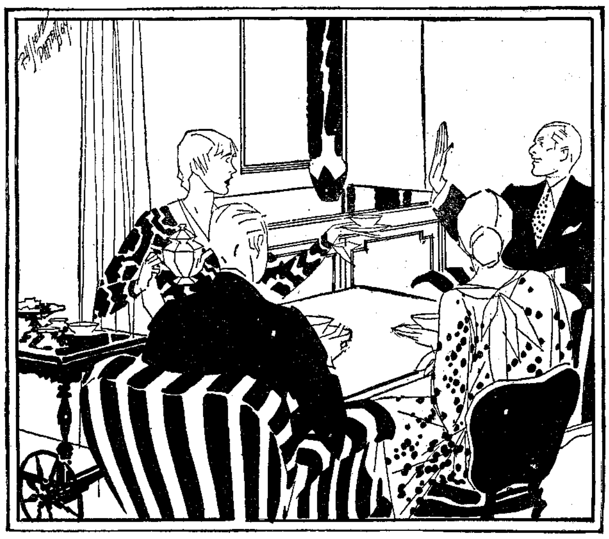
Radio was first used to send a story to a newspaper thirty-two years ago, *The Evening World* continues, telling us of early experiments in which it and the morning *World* participated. Reading on:

In 1903, when Marconi was still trying to convince a skeptical world that his devices could actually project word signals through the air, the Sunday Editor of *The World* arranged to have a radio message sent from Cornwall, England.

There was considerable skepticism in the office about the experiment. Not a few members of the staff believed that the transatlantic story would never be received. Mr. Marconi, however, had implicit faith in his invention, and when he heard that there were doubters he advised the editor to get together all his loose change and cover all the money which said the story would never come in.

The dispatch, in code form, was sent from Cornwall to Canada, and thence to the office of *The World*. To the surprise of the skeptics the experiment was a great success, and they were able to read, on the first page, the London message. From then on, radio began to take an important part in the transmission of the news of the world.

Another interesting experiment in the transmission of news was performed in 1922, when Capt. Robert S. Wood, radio editor of *The Evening World*, sent an oral message to his paper from a moving train.



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Try Kellogg's★ Kaffee Hag Coffee. Let the family enjoy it, breakfast, lunch, or supper. . . . What could be more welcome to the coffee lover who has been putting up with substitutes?

Kaffee Hag Coffee comes in sealed cans. Steel cut or in the bean. Served by hotels, restaurants, on diners. Sold by dealers everywhere. Let us send you a generous can today. Mail the coupon.

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1880 Davenport Ave., Cleveland, Ohio

Please send me, postpaid, enough Kaffee Hag to make ten cups of good coffee. I enclose ten cents (stamps or coin).

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The Great American Competition is the competition of Brains. Not so much the brains of Genius as the brains of matured Vision, Judgment, and Understanding.

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INVESTMENTS ▾ AND ▾ FINANCE

COMMON STOCKS FOR TRUST INVESTMENT

WITH the soundness of common stock investment for the individual now being generally recognized, the extension of this theory to include common stocks as trust investments has become a lively subject in banking circles. Waddill Catchings, writer on economics and finance, of Goldman, Sachs & Company, recently told a group of trust company officials that they were too long getting over the idea that all investments should be made in bonds or preferred stocks. The diminution of bond income due to rise in prices and living costs has resulted in pressure being brought upon State legislatures to enlarge the investment privileges of trustees, notes the editor of the *Bache Review*, published by the investment house of J. S. Bache & Company, of New York. This conclusion is reached in a bulletin of another New York investment house, Dominick & Dominick:

> The passing of the old prejudice against common stocks as investments is not a movement which is a fad or the product of a particularly prosperous period; it is a tried and tested theory recognized by economists as well as by the general public. Held within reasonable proportions, operating on a highly discriminating basis, the extension of trust investments to common stock is a logical and increasingly acceptable development.

A thoroughgoing discussion of the subject was recently made by Vice-President C. Alison Scully, of the National Bank of Commerce of New York, before a conference of bankers, and has since been published by the bank in booklet form. Mr. Scully begins by reminding us that a new day has dawned in investment and that the people who are the customers of banks and trust companies "not only request, they demand, that trustees under wills and deeds of trust avail themselves of the advantages which the purchase of common stocks affords." Mr. Scully makes the flat declaration: "It is high time that all trust men declare unhesitatingly that it is and will continue to be part of their investment policy to buy common stocks for trust estates when properly authorized to do so." What sanctions are there for such a position? In the first place, the officers of a number of great universities, charitable organizations, and life insurance companies have been investing in common stocks, and they are practically in the position of trust officers. Judicial authority has been against common stock investment by trustees, but Mr. Scully insists that the law "changes to meet changing conditions," and he cites a number of recent cases in which the courts have acknowledged the rights of trustees to invest in common stocks, which seem to give ample judicial authority to modern practise. But, he continues, "recognition of the fact that common stocks are suitable for trust investment is subject to certain very definite limitations":

> 1. The authority to buy common stocks must exist directly or by clear inference. In nearly all States, statutes prescribe what are legal investments for trust funds, and very few States include on these lists any common stocks. Where the will or deed is silent on the subject the trustee can not depart from the list of legal investments, and no amount of pressure on the part of beneficiaries or parties in interest should compel or persuade the trustee to do otherwise. Where, however, the will or deed contains a broad general investment power of unlimited character the trustee must decide whether the power given will authorize the investment in common stocks, and if so whether the trustee will avail itself of that authority. While trustees have been unnecessarily timid on this subject, any serious doubt should be resolved against the purchase.
>
> 2. The rule of diversification has not been in any way curtailed. For a trustee to invest all the principal of any estate in common stocks would be just as wrong as to purchase one mortgage or one lot of bonds. There should at all times be a proper balance between high-grade bonds, first mortgages, preferred stocks, and common stocks.
>
> 3. The investment must be limited to the stocks of seasoned companies enjoying a wide and ready market. The businesses represented may include railroads, public utilities, telephone and telegraph, banks and insurance companies and industrial businesses of fundamental nature, such as steel, oil, and electricity. The list can not be extended much further. Businesses which depend for their success on patents, or are in any degree subject to changes in public taste or fancy, should not be included. There is no excuse or justification for a trustee indulging in speculation in any degree.
>
> The stocks must be seasoned. Stocks of companies in process of development, and in industries which are still largely in the experimental stage, should be looked on askance by any one with an adequate conception of the proper performance of the duties of trusteeship, no matter how great the prospect of enhancement in market value and dividend return. Some of them, but probably very few, will be the seasoned stocks of to-morrow.
>
> 4. Common stocks must be scrutinized and supervised by the trustee more assiduously and with a higher degree of caution than the more stable investments of bonds and first mortgages on real estate.
>
> Price changes in stocks are more severe and more rapid than in the case of bonds. They reflect with surprizing rapidity changes in general business conditions, in political affairs, in interest rates, and in public taste. The trustee who holds common stocks must be alive to all these conditions from day to day, and must have some sort of judgment as to the effect they may have on the companies represented. Changes in an industry are far-reaching, and the stock values of the

companies in that line of business may be adversely affected over a period of years.

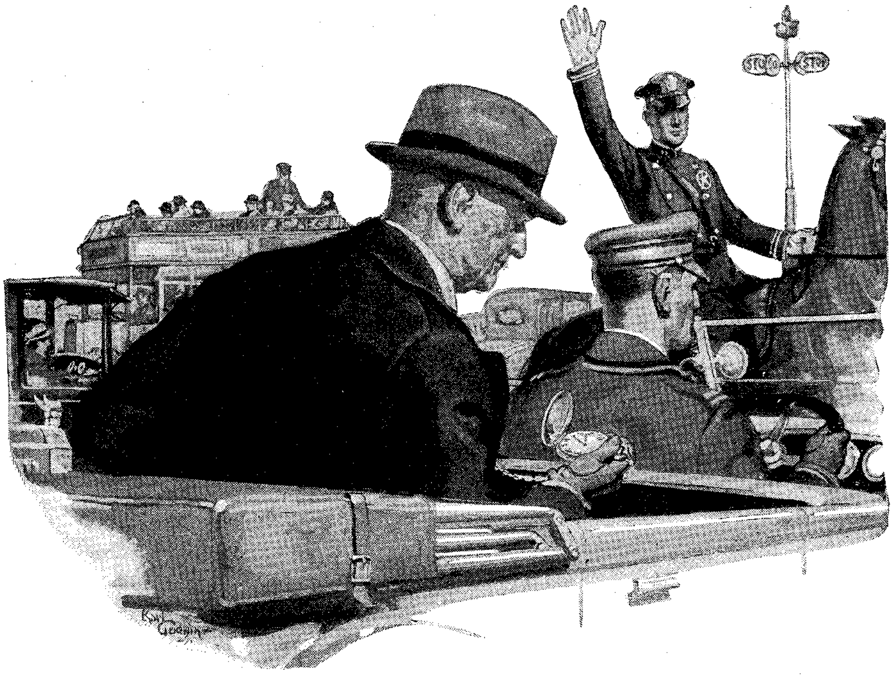
Then comes a word of caution about the purchase of stocks in a period of prosperity and bull markets. Tho we have by no means reached our limit of productiveness, "we must be prepared for periods of more or less serious recession in business activity," and "it requires better and more discriminating judgment to buy stocks when stocks are going down" than when they are going up. Mr. Scully concludes:

> Common stocks as trust investments are no longer a theory on which it is pleasant to ruminate. They are in fact and in practise suitable investments for trust estates. We may confidently expect the support of the courts in an intelligent and reasonable investment program, including some common stocks, under a broad general power. But we must be highly discriminating in the selection of stocks, and once bought we must watch them with a minute and vigorous attentiveness.

In the speech already quoted, Mr. Waddill Catchings reminds trust officers that when they come to consider common stocks as well as preferred stocks and bonds, they should think less of assets and more of earnings. It is the use of the assets that counts, he argues; "it is the enhancement in value that the common stock holder is particularly interested in, and enhancement in value comes in businesses where progress is being made and earnings are being increased."

OUR "DOUBLE-STANDARD" PROSPERITY

TWO cars to a family instead of one helps the automobile business, and two bathrooms to a house instead of one means just as much to the manufacturers of plumbing fixtures and accessories. A fashion note warns the well-drest man to carry two watches, a wrist watch for business, and a pocket watch for social occasions, and thus, remarks the New York *Times*, "American prosperity registers one more victory for the onward marching double-standard." And behind this new double-standard of spending, which speeds up mass production, is a double-standard of earning. The fact of the matter, as Mr. J. George Frederick puts it in the New York *Herald Tribune*, "is that the American family is rapidly changing from a one-earner standard to a two-earner standard, and this is what accounts in large degree for the remarkable family purchasing power which is being shown to-day in practise." Not child labor as in former decades, continues this writer, "but wife-and-mother labor, in business and the professions, is the maker of the modern high standards of living." What we see to-day "is the clear determination of women, ever practical minded, to lift the family standard of living by means of a two-earner system, whenever at all feasible or possible." Miss Mary Anderson of the Federal Department of



Life crowds you closely

The annoyance one feels in a traffic jam is a good measure of the value one sets on his time. With every moment precious, you simplify many of your every-day habits to gain time for the ever-increasing demands your business affairs make upon you.

Apply the time-saving habit to the most important of your affairs—the making of your investments. Instead of spreading your time thinly over half a dozen sources of investment information, put your investment problems in the hands of a house such as The National City Company. Our competent investment organization with 117 years of investment experience behind it can give you time-and-worry-saving advice in rounding out your holdings from our broad lists of sound securities. Telephone the nearest of our 50 American branch offices today.

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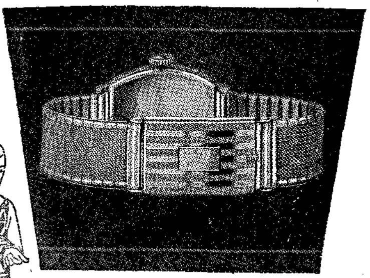

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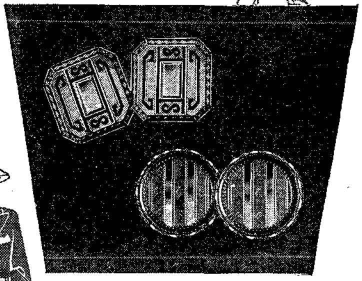

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Leading men's shops and jewelers everywhere recognize the desirability of Krementz Jewelry for Men by featuring it. Write for booklet and name of Krementz dealer nearest you.
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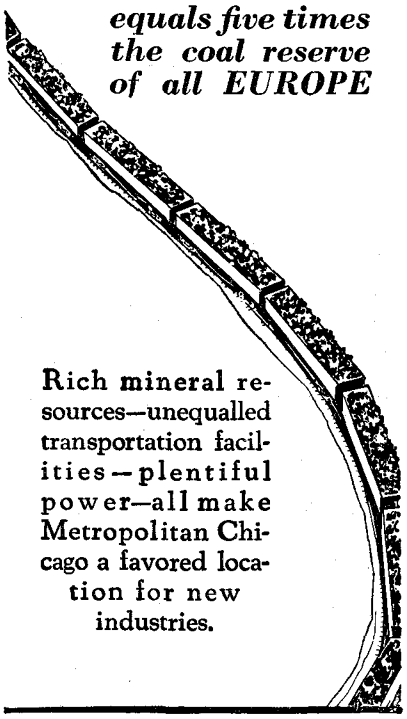
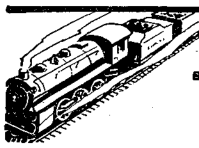
INVESTMENTS AND FINANCE
Continued

Labor is quoted as saying that one reason for the rapid shift to the two-earner standard is "that many married women are now going to work because the wages of large numbers of skilled and unskilled workers are below the health and decency standard when there is only one earner to a family." Furthermore, here is the solution found by young women "of the grave difficulty which young men experience to-day in reaching an economic status satisfactory for marrying at a time close enough to their natural mating period." Continues the writer in *The Herald Tribune:*

> Not only is it the motive of easing the start in marriage, but it is also one of self-preservation, looking toward accident and change which might at middle age thrust her out into economic dependence.
>
> The third motive is frankly self-respect and self-indulgence, for women are not content to be deprived during their best years, under the one-earner system, of the good things of life; nor are they willing to be in the position of complete economic subjugation to man, as implied in the one-earner standard.
>
> Because it is thus powerfully motived, the two-earner standard is evidently replacing the one-earner standard as rapidly as it can be forced. Little mention was made of it in that connection, but the unemployment situation in the spring of 1928 very likely may have had one origin in the increasing number of women in industry. A full count of them has not been taken since the 1920 census, which showed 8,500,000 women wage-earners. There must now be 11,000,000 or 12,000,000. It is a new thing for American men to feel woman's competition, but they will probably feel it whenever our rapid pace of progress slackens, as it did in 1928.
>
> American industry is deeply concerned in the two-earner family standard, for it is the explanation of the enormous increase in volume of sales in the last decade of household equipment, packaged foods, etc. It is also one of the hopes and possibilities of still further expansion, for, after all, only about 15 to 30 per cent. of American families enjoy vacuum cleaners, washing-machines, radios, refrigerators, and so on.
>
> The couple who begin a married career on a well-adjusted basis of mutual consideration and operate a two-earner standard find themselves skipping many of the difficulties of early married life. In the first place, their matrimonial venture is adequately financed, which is perhaps the greatest lion in the path of marital happiness, as it is in the path of business success.
>
> This is an age of machinery and there is now a very considerable and valuable array of domestic machinery in the well-planned systematic home capable of producing the leisure time necessary for the woman wage-earner.
>
> The one-earner standard home is actually a drag upon American industry during the first five or ten years for young couples in the average financial position.
>
> The wage-earning wife frequently must pay out for service very nearly all she earns, and the curious thing is that many prefer to do so rather than to relapse to a one-earner standard.

Then the women in the higher income





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Each particular detail of your wedding, whether quietly at home or an elaborate church function, is brilliantly described in the one comprehensive authority—"The Blue Book of Social Usage"—

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By Emily Post
712 pages, besides 19 full-page illustrations of table settings, etc., with frontispiece of a "Bride's Bouquet." Crown 8vo.
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levels "do not need a two-earner financial standard of living for their families, but they do need a two-earner psychological standard for their energies and self-respect." All in all, concludes Mr. Frederick:

> The two-earner family economic standard seems here to stay. It is to be judged by its fruits, which are contentment and self-expression for women, greater comfort and luxury, more education for children, easement of the problem of marriage for young people, reduction of the heavy load upon a father's shoulders, prevention of dry rot and parasitism among women, and increased general business prosperity.

Turning back for a moment from the double-earner standard to the double-spending standard, we find the New York *Times* remarking editorially:

> The two-car garage is now the accepted family standard. The two-home ideal which calls for a place in town and one in the country is by no means a millionaire's dream; the town home may be a modest apartment and the country place a "shack." The two-vacation year is rapidly winning its way among people of moderate means, the old style two summer weeks in Maine or Canada being now supplemented with a winter fortnight in Florida.

GERMAN GLOOM AND HIGHER BANK RATES

THE gloomy official description of the recent advance of the Reichsbank discount rate from 6½ to 7½ per cent.—the highest rate since March, 1926—can not fail to be associated in the popular mind with the persistent rumors that were circulated a few days ago about a complete breakdown of the Paris reparations conference, our editors agree. Paris newspapers even charged that the German financial authorities were trying to make the German economic situation look as black as possible to back up Dr. Schacht's arguments. Yet in this country there is an inclination to attribute the change with its after-effects of a decided drop in the foreign exchange value of the mark, to blundering banking rather than manipulative conspiracy. While Germans argue that gold and foreign currency has been flowing out of the country too fast as a result of reparations transfer, H. R. Knickerbocker, Berlin correspondent of the New York *Evening Post*, points out that "a decrease set in only when the Reichsbank lowered its discount rate on January 11 to 6.5 per cent., thus indicating that the loss of gold was due to the normal workings of the law of supply and demand, with New York's increased interest rates playing a major rôle." He goes on:

> The newly fixt Reichsbank rate of 7.5 per cent. is the highest since March, 1926. Its announcement, altho anticipated for weeks, had a paralyzing effect upon the Berlin Stock Exchange, and business was less than on any other day this year.
>
> Whether the increase will have any immediate effect in reviving the flow of cash into this country is considered to

A GOOD INVESTMENT
J.L.—Do you consider Cities Service Common stock a good investment?
Ans.—Cities Service Company is managed by engineers of the highest type and has a record of consistently increasing its earnings. For the twelve months ended June 30, 1928, the net income available for reserves and dividends was about $29,250,000 compared with $25,500,000 for the year ended June 30, 1927. Its current position is strong with current assets of $120,000,000 which includes $47,000,000 in cash against current liabilities of $50,000,000.

The above clipping is from one of America's great dailies, and is one of many in our files. Name of newspaper from which it was taken can be furnished on request.

"Is Cities Service Common a good investment?"

"It has a record of consistently increasing its earnings"

answered this authority

WHEN an investment editor is asked to give his opinion of the character of a security, he measures it first by its *management* and then by its record of *earnings.*

When management and earnings have successfully withstood the test of time—have been tried in good times and bad—then the appraiser of an investment security knows that he can give it his unqualified approval.

Cities Service Company, as the editor quoted in the above clipping advised the man who made the inquiry, has a record of steadily rising earnings.

This is because more than one hundred diversified subsidiary companies in the Cities Service organization are sound enterprises, operating in growing communities, providing essential services—and with good management.

More than 450,000 investors own Cities Service securities, including banks, insurance companies, trust companies and other institutions, as well as a great army of individuals.

An investment in Cities Service securities protects you against the risk of putting all your eggs in one basket. Your dividends come from the earnings of more than 100 Cities Service subsidiaries spread over 35 states and doing a day-and-night business in modern necessities—in electric light and power, manufactured and natural gas, and petroleum products.

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* * *

Included in this group are the effective members of society—those who minister to the sick, plan the community's architecture, make and interpret its laws, direct its banking institutions, formulate the curricula for its schools, manufacture the commodities of common use, and give employment to thousands of their fellows.

* * *

These moving minds are not only instrumental in dotting the map with strategically important cities, but also in making the nation preeminent in commerce, science, art, letters, education, finance.

To examine the circulation records of The Literary Digest is to get a glimpse of the most accurate and comprehensive directory of these important minds. The work they do is a definite indication of the way they think, how they live, what they need, and how powerful is their influence in the community. In the circulation of The Literary Digest are included:

Manufacturers and Heads of Corporations	*185,853*
Physicians and Surgeons	*67,471*
Executives of Banks and Trust Companies	*31,882*
Lawyers and Judges	*57,869*
Engineers	*33,340*
Architects and Builders	*33,605*
Teachers, College Professors, and Administrative School-Heads	*97,629*
Transportation and Public Service Work	*85,784*

* * *

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The Literary Digest

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NEW YORK · BOSTON · DETROIT · CLEVELAND · CHICAGO depend largely upon the character of the final report of the Paris conference.

In an explanatory statement issued by the Reichsbank the directorate said the reduction in the discount rate in January had been intended to assist the nation's trade, even tho it entailed a reduction in the arrival of foreign capital and a reduction in gold and foreign exchanges due to repayments of short-term foreign loans.

It was found, however, that the flight of gold was greater than had been anticipated, and efforts to correct the situation without an increase were unavailing.

Important factors in the situation were the increased reparations payments—733,000,000 marks, compared with 442,000,000 marks for the period ended March 31, 1928—the continued passivity of the national trade balance, the dearness of money on the international market, a reduction in borrowable capital, and the increased need of foreign exchanges for the payment of services on foreign loans.

Another factor has been the apparent failure of the Paris conference, presaging continuance of the full Dawes payments.

The statement of the Reichsbank is then quoted directly:

> Depletion of the reserves of gold and foreign exchanges alone is responsible for the Reichsbank's decision at this time of trade depression. Once more it is shown that under unnatural compulsion the Reichsbank's discount policy is operating by the necessity of the utilization of foreign capital and the increased call for foreign exchanges to pay reparations. The Reichsbank is forced to burden German trade with a higher rate, when it is needing a lower one to revive it.

"One doesn't have to go so far as to agree with French accusations of manipulative conspiracy" in this matter, remarks the Boston *News Bureau*, which, however, thinks it can "be plausibly argued that the Germans did not handle their banking situation this year with any particular skill or foresight":

> The loss of $137,000,000 of gold since the rate was lowered in January last—a part of it coming in effect to New York through Paris and Brussels, via earmarking operations—indicates how sharp had become the strain which dictated reverting to a higher rate.
>
> The Reichsbank's own statement virtually admits that the previous policy was at least mistaken in its optimism. The assigned motive was the stimulation of German trade. Germany had accumulated loan credits abroad, but instead of letting them stay there "earmarked," it pulled the gold home, with the result of driving domestic money rates lower. But Germany needed higher home rates to protect its exchange position. Now it has lost the gold, and has weakened further the status of the mark.
>
> It is true that there were some handicaps encountered in disappointing business and trade, to which it ventures to add the weight of reparations payments, besides increased interest charges on foreign borrowings. Then there has been the higher trend in all international money markets, with the pulling power of rates in New York the outstanding influence.
>
> The gloomy outlook as to a reparations settlement has not helped. The Germans are paying for their blunder there, and also for their own miscalculations.

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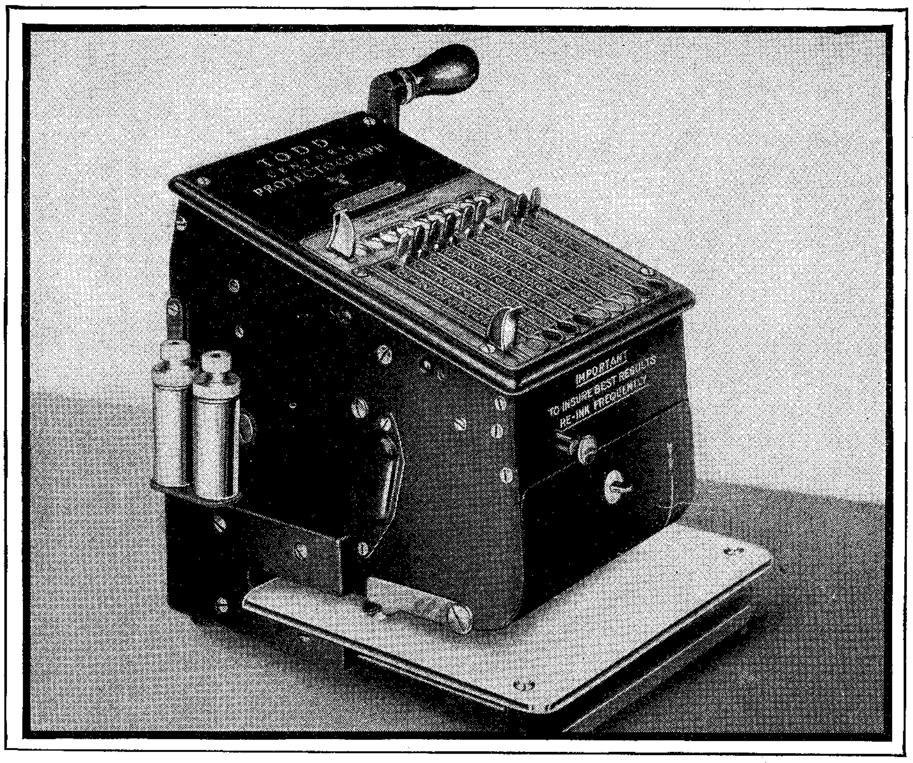

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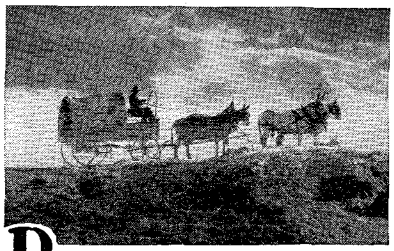

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CURRENT EVENTS

FOREIGN

May 1.—Eight people are killed, seventy-eight seriously injured, and 600 are arrested in May Day riots in Berlin.

May 2.—Rioting is renewed in Berlin, and seven Communists are killed.

General Calles, Commander-in-Chief of the Mexican Federal forces, enters Hermosillo, capital of Sonora, the last city to be relinquished by the rebels. Practically all the rebels in Sonora are reported surrendered.

The British House of Lords unanimously affirms the Balfour memorandum on international debt settlements, and rejects, eighty-nine to six, a Labor amendment regretting that the settlements made by the Conservative Government have imposed an unfair burden upon the British taxpayers.

May 3.—Eight more people are killed in Communist rioting in Berlin.

Sir Thomas Lipton issues a challenge for the *America's* cup, the famous yachting prize.

May 4.—Dr. Hjalmar Schacht, the chief German delegate to the international reparations conference, assents to a new plan offered by Owen D. Young, American chairman, which, it is reported, provides for thirty-seven annuities, averaging $494,400,000.

The Preparatory Disarmament Commission excludes any limitation of Army stocks from the disarmament convention it is drafting.

Fighting between Moslems and Hindus in Bombay, India, results in the death of ten persons and injury of 180.

Marshal Feng Yu-hsiang is reported to be definitely out of the Nanking Government and to be massing an army in Northern Honan, preparatory to an offensive against Shansi.

The fourth day of the Communist uprising in Berlin raises the death total to twenty-seven. Several hundred have been injured.

May 5.—Earthquakes in northwest Persia are said to have killed 2,000 people.

May 6.—The Preparatory Disarmament Commission adjourns so that the member nations may consider Ambassador Gibson's proposals for naval reduction.

May 7.—President Portes Gil of Mexico announces his willingness to discuss with the hierarchy means to end Mexico's three-year-old controversy with the Roman Catholic Church.

DOMESTIC

May 1.—The Senate declines, 70 to 14, to adopt a resolution by Senator Heflin condemning those who threw a bottle at him at Brockton, Massachusetts, on March 18, while he was addressing a Klu Klux Klan meeting.

August Heckscher, New York philanthropist, announces a gift of $4,000,000 for child welfare in New York City.

Eugene Meyer resigns as Federal Farm Loan Commissioner and member of the Federal Farm Loan Board, and President Hoover nominates Horace Paul Bestor of St. Louis to succeed him.

The death-rate from acute and chronic alcoholism, exclusive of deaths due to poisoning, rose from 3.2 per 100,000 in 1928 to 3.8 per 100,000 for the first quarter of the current year, according

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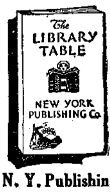

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o a report of the Metropolitan Life nsurance Company, which notes the crease among more than 18,500,000 dustrial policy holders.

2.—Presidents of several eastern ailroads agree to reduce the freight ate on wheat for export to assist the farmer.

e Federal grand jury of the Southern District of New York condemns the ustoms practise of allowing government officials the privilege of entering he country without having their baggage searched, which it regards as "un-American and contrary to the fundamental principle of equality before the law."

ornadoes kill twenty-two people in Virginia, twelve of them at Rye Cove; and sixteen in other parts of the country.

rchbishop Leopold y Ruiz, senior of the Mexican Catholic hierarchy, now in Washington, D. C., follows the conciliatory statement of President Portes Gil with an appeal that the Mexican Government "reconsider existing legislation so as to remove the confusion between religion and politics."

ay 3.—Ninety-six Cook County citizens, including prominent politicians, government officials, and law-enforcement officers, are indicted in Chicago on charges of corruption.

oward W. Ameli is appointed United States Attorney for the Eastern District of New York, to succeed William A. De Groot.

ay 4.—A five-day week and a 10 per cent. increase in pay are won by approximately 150,000 building trades workers in New York City.

he Senate Judiciary Committee refuses, ten to three, to adopt the Norris report holding Secretary Mellon ineligible to hold his Cabinet position.

velve entries in the 1929 national balloon elimination race start from the Pittsburgh stadium.

ay 5.—Alfred E. Smith, former Governor of New York, receives the Laetare Medal, awarded by the University of Notre Dame to eminent Catholics, and a letter from President Hoover congratulating him upon his achievement.

r. Chao Chu-wu, Chinese Minister, makes public the text of the Nanking Government's note asking the United States to relinquish extraterritorial rights in China.

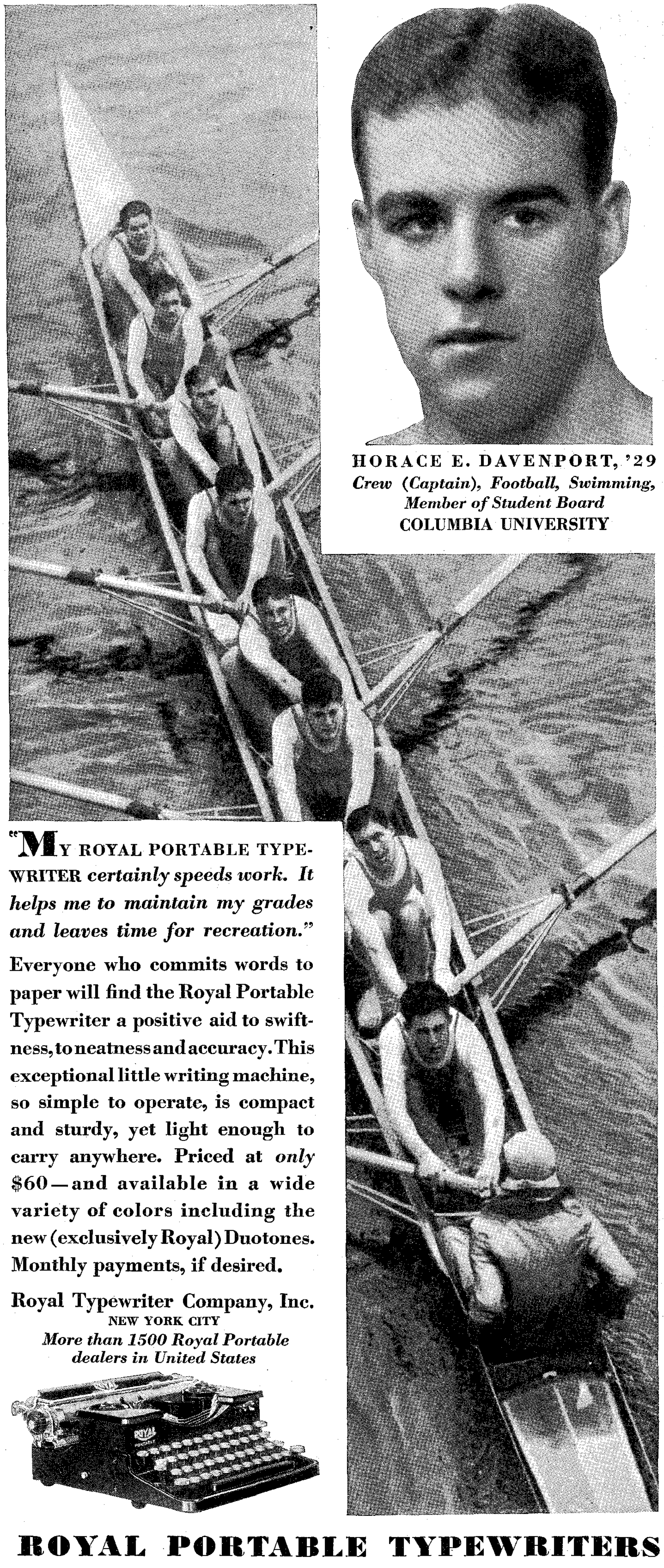
ay 6.—Charles Evans Hughes, Jr., of New York, son of former Secretary of State, Charles E. Hughes, is nominated by President Hoover as Solicitor-General of the United States.

The Senate adopts Senator Walsh's resolution asking the Postmaster-General for full information regarding the stock ownership of certain newspapers in which the International Paper and Power Company had held a financial interest.

Harry Sinclair, New York oil operator, begins his ninety days' term in the District of Columbia jail for contempt of the Senate more than five years ago.

May 7.—The tariff bill, which shows an increase in rates on many food products and textiles, is presented to the House by the Republican members of the Ways and Means Committee.

The Navy balloon No. I, Lieut. T. G. W. Settle, pilot, and Ensign Wilfred Bushnell, aid, is officially declared winner of the 1929 national elimination race, with a distance of 900 miles, covered in forty-four hours. Second and third places go to the Detroit *Times* entry and the Goodyear balloon.



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Gritty Treasure.—Gold is frequently found in sand, says an expert, but all we ever find in sand is spinach.—*New York Evening Post.*

Sour Notes.—"I hear that Nero was torturing Christians again last night."

"Some one ought to take that fiddle away from him!"—*The Bystander (London).*

Well-Known Duel.—Intuition is what warns a bride that if she doesn't make a doormat of the groom he will start right in trying to make a hired girl of her.—*Cincinnati Enquirer.*

Athletes with a Kick.—Ants, we read, can lift weights which are tremendous as compared with their own. Wasps also can raise quite good-sized lumps.—*Albany Knickerbocker Press.*

Time to Wear Crape.—BOSTON TRAFFIC COP—"Say, you, get going—what's the matter with you?"

POLITE DRIVER—"I'm just fine, thank you, but I think my engine's dead."—*Judge.*

Modern Mystery Story.—Yesterday's papers head-lined a man "Mysteriously Shot in His Wife's Room." In the classic words of the late Nat Goodwin, "What in Sam Hill was he doing in his wife's room?"—*Buffalo Courier.*

Explained at Last.—"Well, you've got one of them ear things for your deafness at last. That's what I've been telling you to do for five years."

"Oh! That's what you've been telling me for five years, is it?"—*Punch.*

Under Cover.—

'Gainst human errors I shall storm
With energetic chatter.
If others' vices I reform,
My small ones will not matter.
—*Washington Star.*

No Casualties.—"After the wedding, Liza, did you throw old shoes at the couple?"

"Lawsey, no, ma! we dun kilt a groom dat way las' week, so dis time de preachah say in de name ob humanity to eliminate dat frum de ceremony."—*Florida Times-Union.*

Non-Interference.—MISTRESS—"When do you think you could come? You see, I've got the spring-cleaning to consider."

MAID—"Well, I could come about three weeks from to-day, if you are quite sure you could get it all finished before then."—*London Opinion.*

Don't Spoil the Omelet.—Roy Chapman Andrews confesses to an error of 85,000,000 years in estimating the age of the dinosaur eggs he found last summer. He should be careful. Eighty-five million years makes all the difference between "fresh" and "strictly fresh" dinosaur eggs.—*Detroit News.*

A Change Desirable.—C. C. B. reports that as he entered the hall the other evening his five-year-old son came tearfully down the stairs from a painful session with mummy. Seeing B. he said, "Daddy, when you get married again, I hope you don't marry mother."—*Boston Transcript.*

SLIPS THAT PASS IN THE NIGHT

Catering to All.—Shower-bath for Women is in the Observation Car.—*Leaflet for passengers on a Pittsburgh-Chicago limited.*

Might Try a Line of Cradles.—Jeweler, shoes, hats, notions, furniture and coffins.—*Sign spotted by a Digest scout on a store in a Florida resort.*

Where Are Those Machine-Guns?—

SLOW HEADWAY MADE IN
CHICAGO GANG KILLING
—*Goshen (Ind.) paper.*

Musical Whoopee.—Tops of buses were converted into reviewing stands for the parade, and horse-drawn victrolas clattered along the curbs.—*New York dispatch in a Charleston paper.*

Not in Heaven, After All?—

COMPANIONATE
MARRIAGES ARE
MADE IN CHINA
—*Des Moines Register.*

Knows Her Sugar Daddies.—Ambitious widow, wishing to establish a business transaction, would like a partner; must be sober and honest; only a widower or bachelor considered.—*Ad in the Chattanooga Times.*

Toot-Toot!—"And listening to this music one can almost see those gallant, hardy Puritans on the little deck of the *Mayflower* as she steamed into the harbor."—*Gem by a radio announcer, as reported by a Digest scout at Easton, Pa.*

Turn on the Hydrant.—Mr. Markham is the guest of Mr. and Mrs. Harry L. Upperman of the Baxter Seminary, for a ten days' visit, and for that reason Cookeville has this rare opportunity to hear the author of "The Man with the Hose."—*Nashville Tennessean.*

In fact, a Hot Time.—Clyde Pierson, Middletown, brought seven of the boys of his Sunday school class out to Phillips' sugar camp, last Friday night and camped out. They slept on straw in the sugar-house and cooked their vitals on the furnace. This was a great time for those boys.—*Eaton (Ohio) paper.*

What the Mortician Will Wear.—A man who has been the undertaker for some of the most famous men in the history of the United States, such as Tex Rickard, Woodrow Wilson, and Rudolph Valentino, came over the Falls View Bridge at eight o'clock this morning drest in a ten-thousand-dollar blue Rolls Royce and chauffeur to match.—*Niagara Falls (Ontario) Review.*

Honi Soit Qui Mal y Pense.—Thirty grown chickens were stolen Tuesday night from the ranch of Emil Anderson, six miles south of Longmont, according to the report received at the Sheriff's office.

The congregation of the Second Baptist Church will give another chicken dinner to-morrow at the I. O. O. F. Hall.—*Consecutive "locals" in the Boulder News-Herald.*